

**PEOPLE...Sears people...**  
**make the difference**  
**in what you get for your money**

**Y**ou probably have talked often with friends about reasons why you prefer to shop at Sears. You may even have said, "There's a difference in the way Sears takes care of customers." Men and women of Sears have certain incentives and interests that make this difference.

Continuous training from the start makes Sears people more expert at their work. This training helps them get ahead, too, because better jobs at Sears are filled from the ranks of Sears people who serve you best. Today, most of the key positions in all parts of our organization are held by men and women who have progressed this way.

New jobs and opportunities open up constantly in our company because Sears continues to grow to meet your changing shopping needs. This gives Sears people better chances to realize their ambitions. It also attracts to Sears more capable types of young people interested in making the most of their abilities. There are now about 1½ times as many people in Sears careers as there were 10 short years ago.

Numerous employe benefits guard well the present and future security of Sears employes and their families. These include

Sears famous Savings and Profit Sharing Pension Fund, through which Sears employes may become stockholders in the company after one year's service. Of all eligible employes, 98% now are partners in Sears. This share in the business, owned by Sears employes, makes this truly *their* company. It's an extra reason why they *want* to serve you better.

"Satisfaction Guaranteed" by Sears means many things to you. It has an even deeper, special meaning for Sears people. It means their company backs them up completely so they can handle adjustments for you fairly and speedily. It gives them the freedom to do whatever is necessary to satisfy our customers.

To you, as a Sears customer, all this adds up to just one thing: —Both as employes *and* as part-owners of their company, Sears employes have a greater interest in taking better care of *your* needs. In addition, they're the kind of people you'd like to know better; friendly people and good citizens of their communities.

These are differences that mean a fuller measure of satisfaction for you whenever you shop from any Sears catalog.

**SPRING AND SUMMER 1956**



**Shop the easy, modern way BY TELEPHONE**  
**See pages 1329 to 1333 for number to call**

*Satisfaction Guaranteed or Your Money Back*

**SEARS, ROEBUCK AND CO., 925 S. Homan Avenue, Chicago 7, Illinois**



# YOUNG AMERICA LIKES THE LOOK

for descriptions see page 5



[E]  
Blouse  
\$12.39

[G]  
Blouse  
\$13.98

[J]  
Blouse  
\$12.39

Skirt [H]  
and Blouse  
[J] or [K]  
\$16.98

[N]  
Skirt  
\$14.98

[L]  
2-pc. Checkered  
Outfit  
\$18.98  
[M]  
Skirt Alone  
\$15.98



# OF COORDINATES

for descriptions see page 5

**R**  
2-piece  
Set  
\$7.98  
Blouse  
Alone  
\$3.59

**T**  
2-piece  
Set  
\$9.98  
Belted  
Print  
Skirt Alone  
\$5.98

**P**  
2-piece  
Set  
\$8.98  
Pleated  
Skirt Alone  
\$6.98

**S**  
3-piece  
Set  
\$10.98

Designed in U.S.A.

PCBRNANDROG PAGE 3



# YOUNG AMERICA

**D**  
Striped Blouse  
\$4.98  
Solid Skirt  
\$4.98  
Set  
\$9.74



**C**  
Solid Blouse  
\$3.98  
Striped Skirt  
\$5.98  
Set  
\$9.74

**A**  
Blouse  
\$5.98



**E**  
Set  
\$8.98  
Blouse Alone  
\$3.29  
Skirt Alone  
\$5.98

**B**  
Skirt  
\$8.98  
Blouse and Skirt  
\$14.47



# LIKES EXCITING SEPARATES . . rich textures, miracle blends, easy-care features

**A** DACRON<sup>®</sup> BAYESTE BLOUSE . . with tucking and Dacron lace . . pleated-to-last nylon insets. Hand wash. *State Misses' size 10, 12, 14, 16, 18.*  
07 H U2738—White. . . Shpg. wt. 1 lb. . . . \$5.98

**B** PIN-PLEATED SKIRT . . tiny checks on white in Orion<sup>®</sup> and nylon. Hand wash, drip-dry . . tiny pleats stay crisp. *Misses' sizes 10, 12, 14, 16, 18.*  
07 H U4801—Pink checks 07 H U4802—Aqua blue checks  
07 H U4803—Violet checks 07 H U4804—Black checks  
*State size. Shipping wt. 1 lb. . . . Each \$6.98*  
07 H U9007—Set (A) and (B). *State size and color of each item above. Shpg. wt. 2 lbs. . . . Set \$14.47*

**C D** ORLON<sup>®</sup> AND PIMA COTTON . . wrinkle-resistant fabric that looks like silk! Hand wash . . iron just lightly. *Misses' sizes 10, 12, 14, 16, 18.*

**C** SOLID COLOR BLOUSE. *State size above. Wt. 1 lb.*  
07 H U2462—Charcoal gray . . . \$3.98  
07 H U2463—Aqua blue . . . 3.98  
07 H U2464—Shrimp pink . . . 3.98

STRIPED SKIRT. *State size above. Shpg. wt. 1 lb.*  
07 H U4805—Charcoal gray with light gray . . \$3.98  
07 H U4806—Aqua blue with white . . . 5.98  
07 H U4807—Shrimp pink with white . . . 5.98  
07 H U9008—Set. *State size and color of each item above. Shipping weight 2 pounds. . . . Set \$9.74*

**D** STRIPED BLOUSE. *State size above. Shpg. wt. 1 lb.*  
07 H U2459—Charcoal gray with light gray . \$4.98  
07 H U2460—Aqua blue with white . . . 4.98  
07 H U2461—Shrimp pink with white . . . 4.98

SOLID COLOR SKIRT. *State size above. Shpg. wt. 1 lb.*  
07 H U4809—Charcoal gray 07 H U4810—Aqua blue  
07 H U4811—Shrimp pink Each . . . \$4.98  
07 H U9009—Set. *State size and color of each item above. Shipping weight 2 pounds. . . . Set \$9.74*

**E** DAZZLE<sup>®</sup> COTTON TWIN SKY . . lustrous, wrinkle-resistant combed cotton broadcloth. White stitching and button trim . . novel tab detail. Little or no ironing needed. Washfast . . max. fabric shrinkage 1%. *State Misses' size 10, 12, 14, 16, 18.*  
07 H U6820—Turquoise blue 07 H U6821—Pink  
07 H U6822—Black. Shpg. wt. 2 lbs. . . . Set \$8.98

BLOUSE ALONE . . tabbed back yoke. *State size above.*  
07 H U6824—Turquoise blue 07 H U6824—Pink  
07 H U6825—Black. Shpg. wt. 1 lb. . . . Each \$3.29

SKIRT ALONE . . novelty belt. *State size above.*  
07 H U6823—Turquoise blue 07 H U6823—Pink  
07 H U6827—Black. Shpg. wt. 1 lb. . . . Each \$5.98

**F G** COTTON AND SILK SEPARATES. A wonderful luxury blend of fine cotton and fabulous silk with a lovely dull sheen. Cream-resistant and easy to iron. *Misses' sizes 10, 12, 14, 16, 18.*

**F** CUFFED-COLLAR BLOUSE . . Side zipper. Hand wash separately. *State size above. Wt. 1 lb.*  
07 H U2735—Black 07 H U2736—White  
07 H U2737—Light pink Each . . . \$3.98

**G** TORSO SKIRT. Hand washable cotton and silk tweed-look fabric . . needs little or no ironing!  
07 H U4813—Gray mist 07 H U4814—Pink mist  
07 H U4815—Aqua mist 07 H U4816—Lilac mist  
*State size above. Shpg. wt. 1 lb. . . . Each \$6.98*  
07 H U9010—Set (F) and (G). *State size and color of each item above. Shpg. wt. 2 lbs. . . . Set \$10.47*

• See Fabric Samples at Sears Catalog Sales Offices. You can see samples of the fabrics used in any of the sportswear shown on these pages. See page 1333 for locations and phone numbers of Catalog Sales Offices

## KERRYBROOKE COORDINATES

items described below are shown on page 2

**H J K** "ARABIAN NIGHTS" TRIO in fine cream-resistant cotton broadcloth . . striking outfit for spring. Washfast, Sanforized . . max. fabric shrinkage 1%. *Misses' sizes 10, 12, 14, 16, 18.*

**H** PRINT SKIRT . . deep rose and moss green on black. Black plastic patent belt cinches waist . . unpressed pleats give swirling fullness. Cream-resistant. *State size above. Shpg. wt. 1 lb. 8 oz.*  
7 H 6900—Print on black, as shown . . . \$4.98

**J** JOHNNY COLLAR BLOUSE. Smart sleeveless style for tailored neatness. *State size above.*  
7 H 6902—Deep rose 7 H 6903—Moss green  
Shipping weight 7 ounces . . . Each \$2.39

**K** SCOOP-COLLARED BLOUSE . . cool and comfortable for more dressy occasions. Brief dolman sleeves just cover shoulders. *State size above.*  
7 H 6904—Moss green 7 H 6901—Deep rose  
Shipping weight 7 ounces . . . Each \$2.39  
7 H U9011—Set (H) and (J) or (K). *State size and totaling number of each wanted. Wt. 1 lb. 15 oz. Set \$4.98*

**L M N** GINGHAM AND BROADCLOTH . . washfast, Sanforized. *Misses' sizes 10, 12, 14, 16, 18.*

**L** AYONDALE CHECKED GINGHAM SKIRT . . blouse in 1/4-in. baby checks, skirt in 1/4-in. checks. Pleated broadcloth cummerbund. Cotton . . max. fabric shrinkage 1%. *State size above. Shpg. wt. 2 lbs.*  
7 H U6910—Turquoise checks; bright rose cummerbund  
7 H U6911—Pink checks; turquoise blue cummerbund  
7 H U6912—Lilac checks; lilac cummerbund 2-piece checked outfit; cummerbund . . . \$8.98

**M** CHECKED GINGHAM SKIRT AND BROADCLOTH CUMMERBUND. Cotton won't shrink over 1%.  
7 H U6907—Turquoise checks; bright rose cummerbund  
7 H U6908—Pink checks; turquoise blue cummerbund  
7 H U6909—Lilac checks; lilac cummerbund. *State size above. Wt. 1 lb. Skirt; cummerbund . . . \$3.98*

**N** "ITALIAN-LOOK" BLOUSE. Cotton broadcloth . . max. fabric shrinkage 1%. *State size above.*  
7 H 6913—Turquoise blue 7 H 6914—Pink  
7 H 6915—Lilac . . . Shpg. wt. 10 oz. . . . Each \$3.98

items described below are shown on page 3

**P** PLEAT-PRINT PAIR-UP. Skirt pleated to last . . just drip-dry! Plastic belt. Pleated collar on blouse. Washfast, Sanforized cotton won't shrink over 1%. *State Misses' size 10, 12, 14, 16, 18.*  
7 H U4931—Light rose blouse; light rose print on black skirt. Shpg. wt. 2 lbs. . . . 2-pc. Set \$4.98  
7 H U4932—Bright blue blouse; bright blue print on black skirt. Shpg. wt. 2 lbs. . . . 2-pc. Set \$4.98  
BELTED SKIRT ALONE. *State size above. Wt. 2 lbs.*  
7 H U6929—Light rose print on black . . . \$4.98  
7 H U6930—Bright blue print on black . . . 4.98

**R** LONG TORSO OUTFIT . . Lustrous combed cotton broadcloth. Back-zipped overblouse, 10-girt skirt. Sanforized, washfast . . max. fabric shrinkage 1%. *State Misses' size 10, 12, 14, 16, 18. Wt. 2 lbs.*  
7 H U6926—Chartreuse blouse, moss green skirt. \$7.98  
7 H U6927—Light blue blouse, navy blue skirt. 7.98  
BLOUSE ALONE. *State size above. Shpg. wt. 9 oz.*  
7 H 6924—Chartreuse . . . \$3.59  
7 H 6925—Light blue . . . 3.59

**S** 3-PIECE SET . . blouse and skirt of Dan River Wrinkle-Shed<sup>®</sup> gingham, washfast and Sanforized; max. fabric shrinkage 1%. Hand washable Orion shrug. *Misses' sizes 10, 12, 14, 16, 18, 20.* Please state correct size. Shpg. wt. 2 lbs.  
7 H U6934—Lilac plaid; lilac shrug . . . Set \$10.98  
7 H U6935—Rose pink plaid; rose shrug . . . Set 10.98

**T** DRESS-UP COTTON OUTFIT. Sanforized broadcloth blouse with print rose. Full-circle skirt is rose-printed tulle with gold-color plastic belt. Hand washable; max. fabric shrinkage 1%. *Misses' sizes 10, 12, 14, 16, 18, 20. State size.*  
7 H U6918—Aqua blue with aqua blue ground print  
7 H U6920—Olive-beige; olive beige ground print  
7 H U6922—Rose pink with rose pink ground print  
Shipping weight 2 lbs. . . . 2-piece Set \$9.98  
BELTED SKIRT ALONE. Shpg. wt. 1 lb. *State size above.*  
7 H U6917—Aqua blue ground . . . \$5.98  
7 H U6919—Olive-beige ground . . . 5.98  
7 H U6921—Rose pink ground . . . 5.98

For How-To-Measure information see page 124. Numbers on this page beginning with "0" are shipped from Philadelphia or Kansas City, whichever is nearer. Others are shipped from Chicago. Order and pay postage from Chicago. For complete information on Sears Easy Terms see inside back cover

\*DuPont trademark for acrylon fiber. †DuPont trademark for polyester fiber

c PAGE 5 . . SPORTSWEAR



**F**  
Blouse  
13.98

**G**  
Skirt  
16.98  
Blouse and Skirt  
\$11.47



# YOUNG AMERICA LIKES

for descriptions  
see page 9

**E**  
Blouse  
\$3.98  
Sizes  
8 to 18

**G**  
Blouse  
\$3.49  
Sizes  
8 to 18

**J**  
Blouse  
\$3.98  
Sizes  
10 to 20

**H** Skirt  
\$5.98  
Sizes  
6 to 18  
Blouse and  
Skirt  
\$9.27

**F**  
Skirt  
\$5.98  
Sizes  
8 to 18  
Blouse and  
Skirt  
\$9.74

Skirt **E** →  
\$5.98  
Sizes  
10 to 20  
Blouse and  
Skirt  
\$9.74



# **BLOUSES AND SKIRTS**

for descriptions see page 9

- N** Blouse  
 Sizes 8 to 18 \$4.49  
**P** Skirt  
 Sizes 8 to 18 \$7.49  
 Blouse  
 and Skirt \$11.47



- L** Blouse  
 Sizes 10 to 20 \$3.98  
**M** Skirt  
 Sizes 10 to 20 \$6.98  
 Blouse  
 and Skirt \$10.66



- R** Blouse  
 Sizes 8 to 18 \$3.98  
**S** Skirt  
 Sizes 8 to 18 \$6.98  
 Blouse  
 and Skirt \$10.66  
**T** Solid color  
 Skirt only \$5.98



- U** Blouse  
 Sizes 10 to 20 \$3.98  
**V** Skirt  
 Sizes 10 to 20 \$7.98  
 Blouse  
 and Skirt \$11.47



# YOUNG AMERICA

**A**  
Cotton  
Card  
\$6.98  
Sizes  
10 to 20

**B**  
Rayon and  
Acetate  
Flannel  
\$7.98  
Sizes  
10 to 20  
For Sizes  
and Dress 41

**C**  
Linen-look  
Rayon  
\$4.98  
Sizes  
10 to 18,  
14½ to 24½



# LIKES THE VERSATILITY OF JUMPERS . . right for so many occasions

**A** LONG LEIS JUMPER in cool cotton cord. Sleek-fitted bodice accented with embroidered-trim tabs . . deep unpressed box pleats. Back zipper. Washable. *State Misses' size 10, 12, 14, 16, 18, 20.* 07 H U5750—Med. blue 07 H U5751—Light red Shipping weight 2 pounds. . . . . Each \$6.98

**B** GO-EVERYWHERE JUMPER in rayon and acetate flannel. White stitching accents tab closing, soft neckline and front gores. White buttons . . white buckle and eyelets on self-belt. Dry clean. *State Misses' size 10, 12, 14, 16, 18, 20.* 07 H U5752—Charcoal gray. Shpg. wt. 2 lbs. \$7.98 07 H U5753—Cadet (medium) blue. Wt. 2 lbs. 7.98 For blouse shown with jumper, see page 47

**C** LINEN-LOOK RAYON JUMPER. Multicolor embroidery. Moulded bodice, flared skirt. Side zipper. Crease-resistant . . hand wash. *Misses' sizes 10, 12, 14, 16, 18; Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½.* *State size; see chart, page 124.* 07 H U5754—Aqua green 07 H U5755—Copen blue 07 H U5756—Copper tan. Shpg. wt. 1 lb. 8 oz. Ea. \$4.98

**D** TUNIC-LOOK JUMPER, rayon and acetate faille. Square-cut neckline . . glitter-centered buttons, side zipper . . back kick-pleat. Dry clean. *Misses' sizes 10, 12, 14, 16, 18; Women's 38, 40, 42, 44.* *State size; chart page 124.* Wt. 3 lbs. 07 H U5757—Navy. \$5.98 07 H U5758—Black. \$5.98 For blouse shown with jumper, see page 78

## SKIRTS AND BLOUSES

*described below are shown on page 6*

**E** COLOR-BRIGHT BLOUSE. Combed cotton resists wrinkles, needs little or no ironing. Smart wing collar, deep V-yoke in back. Washfast . . max. fabric shrinkage 1%. *State Misses' size 8, 10, 12, 14, 16, 18.* See chart below. Shpg. wt. 1 lb. 07 H U2501—Avocado (medium) green. . . . \$3.98 07 H U2502—Fuchsia pink. . . . . 3.98 07 H U2503—Black. . . . . 3.98 07 H U9000—Set (E) and (F). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 9.74

**G** PRINT BABY-DOLL BLOUSE. Back yoke, action pleats. Shirt-tails. Washfast cotton broadcloth won't shrink over 2%; needs little or no ironing. *State Misses' size 8, 10, 12, 14, 16, 18.* See chart below. Shipping weight 1 lb. 07 H U2504—Cherry red and green on white. \$3.49 07 H U2505—Peacock blue and green on white. 3.49 07 H U2506—Cocoa brown and green on white. 3.49 07 H U9001—Set (G) and (H). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 9.27

**J** NEW BOAT-NECK BLOUSE . . stand-away band at neck ties at shoulders. Back zipper. Lustrous combed cotton is washfast, won't shrink over 1%. *State Misses' size 10, 12, 14, 16, 18, 20.* See chart below. Shpg. wt. 1 lb. 07 H U2507—Fuchsia pink 07 H U2509—Black 07 H U2508—Deep peacock blue. . . . Each \$3.98 07 H U9002—Set (J) and (K). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 9.74

**F** "TINHORN HOLIDAY" PRINT SKIRT . . colorful pattern. Wrinkle-resistant cotton needs little or no ironing . . washfast and Sanforized. Max. fabric shrinkage 1%. *State Misses' size 8, 10, 12, 14, 16, 18.* See chart below. Shpg. wt. 2 lbs. 07 H U4405—Ivory with avocado green. . . \$5.98 07 H U4406—Taupe brown with fuchsia pink. 5.98 07 H U4407—Slate gray with gold. . . . . 5.98

**H** PINAPORE SKIRT. Bib top unbuttoned. Combed cotton broadcloth needs little or no ironing. Washfast; max. fabric shrinkage 1%. *State Misses' size 8, 10, 12, 14, 16, 18.* Shpg. wt. 2 lbs. 07 H U4409—Cherry red. . . . . \$5.98 07 H U4410—Periwinkle (violet-blue). . . . 5.98 07 H U4411—Cocoa brown (light). . . . . 5.98 07 H U4412—Black. . . . . 5.98 07 H U9003—Set (H) and (I). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 9.27

**K** "DARDANELLA" PRINT SKIRT. "Aladdin's lamp" trim on leather-like plastic belt. Crease-resistant cotton . . little or no ironing . . washfast, Sanforized . . won't shrink over 1%. *State Misses' size 10, 12, 14, 16, 18, 20.* Shpg. wt. 3 lbs. 07 H U4414—Fuchsia pink on black. . . . \$5.98 07 H U4415—Peacock blue on black. . . . 5.98 07 H U9004—Set (K) and (L). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 9.74

*Skirts, blouses described below shown on page 7*

**L** SMOOTH BOAT-NECK BLOUSE in lustrous combed cotton broadcloth needs little or no ironing! Stitching stiffens stand-away neckline, circles armholes. Side zipper. Washfast fabric won't shrink over 2%. *State Misses' size 10, 12, 14, 16, 18, 20.* Shipping weight 1 pound. 07 H U2510—Black 07 H U2511—Cherry red 07 H U2512—White. Each. . . . . \$3.98 07 H U9003—Set (L) and (M). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 10.66

**N** PORTRAIT BLOUSE . . V-neck. Combed cotton satin is washfast, won't shrink over 2%. Side zipper. *State Misses' size 8, 10, 12, 14, 16, 18.* See chart below. Shpg. wt. 1 lb. 07 H U2513—White. . . . . \$4.49 07 H U2514—Black. . . . . 4.49 07 H U9004—Set (N) and (P). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 11.47

**R** COWI NECKLINE BLOUSE . . V-back. Side zipper. Washfast crease-resistant "little ironing" cotton broadcloth won't shrink over 1%. *Misses' sizes 8, 10, 12, 14, 16, 18.* *State size.* 07 H U2516—Rose plaid 07 H U2518—Black 07 H U2517—Turquoise blue 07 H U2519—White Shipping weight 1 pound. . . . . Each \$3.98 07 H U9005—Set (R) and (S). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 10.66

**T** VISKON®-LINED SOLID COLOR SKIRT. Princess lines. Wrinkle-shy cotton fabric is washfast, won't shrink over 1%. *State Misses' size 8, 10, 12, 14, 16, 18.* See chart below. Shpg. wt. 2 lbs. 07 H U4432—Peacock blue. . . . . \$5.98 07 H U4434—Cocoa brown (med.). . . . . 5.98

**U** STAND-AWAY NECKLINE BLOUSE. Button-accented. Fine crease-resistant combed cotton. Washfast fabric won't shrink over 1%. *State Misses' size 10, 12, 14, 16, 18, 20.* See chart below. 07 H U2520—Bright coral 07 H U2522—Black 07 H U2521—Deep peacock blue 07 H U2523—White Shipping weight 1 pound. . . . . Each \$3.98 07 H U9006—Set (U) and (V). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 11.47

**M** 32-CORE WHIRL SKIRT . . wonderful sweep in lustrous cotton. Shuns wrinkles . . needs little ironing. Washfast fabric won't shrink over 1%. *Misses' sizes 10, 12, 14, 16, 18, 20.* 07 H U4417—Gold 07 H U4420—Black 07 H U4418—Periwinkle (violet-blue) 07 H U4419—Cocoa brown (medium) Shipping wt. 2 lbs. *State size.* Each \$4.98 07 H U9005—Set (M) and (N). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 10.66

**P** FROST PRINT SKIRT . . combed cotton satin. Rhinestone-buckled white band. Washfast. *State Misses' size 8, 10, 12, 14, 16, 18.* Shpg. wt. 2 lbs. 07 H U4422—Turquoise blue with white. . \$7.49 07 H U4423—Rose pink with white. . . . 7.49 07 H U4424—Beige with white. . . . . 7.49 07 H U9006—Set (P) and (Q). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 11.47

**S** VISKON®-LINED CHECKED PRINCESS SKIRT . . adjustable waist tab. Washfast crease-resistant Avondale woven gingham won't shrink over 1%. *Misses' sizes 8, 10, 12, 14, 16, 18.* Please state size. Shipping weight 2 pounds. 07 H U4429—Pink and white. . . . . \$6.98 07 H U4430—Turquoise blue and white. . 6.98 07 H U9006—Set (S) and (T). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 10.66

**V** BATHIE-TYPE PRINT SKIRT . . 9 colorful yards. Pleated cammerbund. Washfast Sanforized cotton won't shrink over 1%. Crease-resistant, needs little or no ironing. *Misses' sizes 10, 12, 14, 16, 18, 20.* *State size.* Shpg. wt. 2 lbs. 07 H U4426—Black, bright coral and gold. \$7.98 07 H U4427—Black, violet and peacock blue. 7.98 07 H U9006—Set (V) and (W). *State size and color of each item above.* Shpg. wt. 3 lbs. . . . . Set 11.47

### SIZE CHART FOR MISSES

Order size	8	10	12	14	16	18	20
If bust is.	31	32½	34	35½	37	39	41 in.
If waist is.	23½	24½	25½	27	28½	30½	32½ in.
If hips are.	32½	34	36	38	40	42	44 in.

How-to-Measure information on page 124. Garments described on this page shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your Sears mail order house. For Easy Terms see inside back cover.



**D**  
Rayon and  
Acetate  
faillle  
\$5.98  
Sizes  
10 to 18;  
36 to 44  
For blouse  
also see, see  
page 78



# YOUNG AMERICA LIKES CLASSIC

for descriptions  
see page 13

G  
Striped  
Pullover  
\$1.59

J  
Turtleneck  
Pullover  
\$1.59

F  
2-piece Set  
\$9.98  
Skirt Alone  
\$3.98

H  
2-piece Set  
\$9.98  
Skirt Alone  
\$4.98



# KERRYBROOKE COSTUME-MATES

for descriptions see page 13



**K**  
3-piece Set  
\$13.98  
Cardigan  
and Shirt  
Set  
\$9.98



**L**  
3-piece Set  
\$17.98  
Shirt Alone  
\$6.98



**M**  
2-piece Set  
\$10.98  
Skirt Alone  
\$5.59





B  
Bodice  
\$4.98

C  
Skirt  
\$10.98  
2-PC. Set  
\$15.49

A  
2-PC. Set  
\$19.98  
Bodice plus  
skirt  
\$3.98

D  
Mistral  
and  
Womble  
2-PC. Set  
\$17.98  
Skirt  
\$12.98



# LIKES LUXURIOUS DRESS-UP COORDINATES



**I**  
2-piece Set  
\$17.98  
Skirt Alone  
\$14.98

**A** EXCLUSIVE MATCHED SEPARATES, shimmering cotton sateen . . . creamy-smooth blouse, matching embroidered skirt. Blouse has a self-tie beaded through loops . . . tiny, cuffed sleeves fitted bodice . . . covered buttons. All-over embroidered skirt has cotton sateen belt with washable Bac-A-Belt® reinforcement. Hand wash. *Misses' sizes 10, 12, 14, 16, 18. State size* Wt. 2 lbs.  
07 H U6860—Pale beige 07 H U6861—Pale pink  
07 H U6862—Pale blue 2-piece Set . . . \$19.98  
BELTED SKIRT ALONE, *State size above*. Wt. 2 lbs.  
07 H U6863—Pale beige 07 H U6864—Pale pink  
07 H U6865—Pale blue Each . . . \$13.98

**B** TEA-PARTY TIE-UPS in lustrous cotton and Orlon®. *Misses' sizes 8, 10, 12, 14, 16, 18.*

**B** BLOUSE with white cotton organdy collar and eyelet embroidery . . . black cotton velveteen bows. V-back. Hand wash. *State size above*  
07 H U6869—Black. Shpg. wt. 1 lb. . . . \$4.98

**C** SKIRT, a full circle of color . . . white eyelet embroidery beaded with black cotton velveteen, radiating from front waistline. Washable black velveteen belt. Bac-A-Belt® reinforcement. Hand wash. *State size above*. Shpg. wt. 2 lbs.  
07 H U6867—Rose pink . . . \$10.98  
07 H U6868—Wedgwood (medium) blue . . . 10.98  
07 H U9012—Set (B) and (C). *State size and color of each item above*. Shpg. wt. 3 lbs. . . . Set \$15.49

**D** PARTY-GOING DUO in luxury cotton . . . combed chambray. Rows of cording and self-fabric scroll embroidery enhance blouse neckline . . . full circle skirt. Blouse has side zipper. Skirt has self-belt with washable Bac-A-Belt® reinforcement. Hand wash. *Misses' sizes 10, 12, 14, 16, 18. Women's 38, 40, 42, 44. State size*  
07 H U6871—Turquoise blue 07 H U6872—Rose pink  
07 H U6873—Lilac. Shpg. wt. 2 lbs. . . . 3-pc. set \$17.98

SCROLL-EMBROIDERED SKIRT ALONE, self-belted, side zipper. *State size above*. Shpg. wt. 2 lbs.  
07 H U6874—Turquoise blue 07 H U6875—Rose pink  
07 H U6876—Lilac Each . . . \$12.98

**E** PARTY PAIR-UP . . . in crisp birdseye cotton pique. Washable blouse with flattering "halter" fit has rhinestone buttons at closing and removable tab. Posy-pocket skirt is a spinning circle flaunting Pellon®-lined "flower basket" pockets. Cotton velveteen bows are pastel shades of pink, blue, lavender sparkling with rhinestones. Belt is black velveteen. Dry clean skirt. *Misses' sizes 10, 12, 14, 16, 18. Please state your correct size*. Shipping weight 2 pounds.

07 H U6879—Pink blouse; black skirt . . . \$17.98  
07 H U6880—Light blue blouse; black skirt. 17.98  
07 H U6881—Black blouse; black skirt . . . 17.98  
BELTED SKIRT ALONE, *State size above*. Wt. 2 lbs.  
07 H U6878—Black with multicolor flowers. \$14.98

## Kerrybrooke COSTUME-MATES

*Items described below are shown on page 10*

**F** BOX-JACKET COSTUME in rich, crease-resistant Dacron® and rayon. White cording outlines cardigan jacket, 2 tab details. Pearl-like buttons and white-stitched buttonholes provide more contrast. Cuffed ¾ dolman sleeves. Unlined about 20 in. long. Skirt dart-fitted, front and back. Back kick pleat; side zipper. Hand wash. *State Misses' size 10, 12, 14, 16, 18. Shpg. wt. 2 lbs.*  
7 H U7067—Navy blue . . . 2-pc. Set \$9.98  
7 H U7068—Shrimp pink . . . 2-pc. Set 9.98  
7 H U7069—Avocado (med.) green. 2-pc. Set 9.98  
SKIRT ALONE, *State size above*. Shpg. wt. 12 oz.  
7 H 7064—Navy blue 7 H 7065—Shrimp pink  
7 H 7066—Avocado (medium) green. Each \$3.98

**G** SLEEVELESS PULLOVER in cotton knit jersey multi-striped in colors that coordinate with suit. Popular boat neckline . . . white rib-knit edged armholes. Little side slits for smart "over-blouse" wear. Hand wash separately. *State Misses' size 10, 12, 14, 16, 18*  
7 H 7072—Multicolor. Shpg. wt. 8 oz. . . . \$1.59

**H** COTTON CORD COMBINATION. Bloused jacket gathered in back below yoke, above banded hip-line. Contrast stitching on collar and pocket flaps . . . tab-buttoned ¾ sleeves. Unlined . . . about 22 inches long. Slim skirt dramatically belted washable Bac-A-Belt® reinforcement . . . buckle of gold-colored metal and leather-like plastic. Back kick pleat . . . side zipper. Washfast. *State Misses' size 10, 12, 14, 16, 18, 20. Shpg. wt. 2 lbs.*  
7 H U7080—Red and white . . . 2 piece Set \$9.98  
7 H U7081—Navy blue and white. 2 piece Set 9.98  
SKIRT ALONE, *State size above*. Shpg. wt. 11 oz.  
7 H 7084—Red and white . . . \$4.98  
7 H 7085—Navy blue and white. . . . 4.98

**J** TURTLENECK PULLOVER in cotton knit jersey . . . the perfect companion for the cord suit, smart with playclothes, too. Rib-knit trimming edges the brief sleeves and the waistband. Hand wash separately. *Misses' sizes 10, 12, 14, 16, 18, 20. State size*. Shipping weight 8 oz  
7 H 7083—Navy blue . . . \$1.59

*Items described below are shown on page 11*

**K** COLOR-MATCHED TRIO. Washable cardigan and short-sleeved pullover of interlock-knit Orlon skirt of crease-resistant linen-look rayon. Cardigan has matching pearl-like buttons. Skirt has slot-seams in front, double kick-pleats, self-belt side zipper . . . hand wash separately. *State Misses' size 10, 12, 14, 16, 18, 20. Shpg. wt. 2 lbs.*  
7 H U7074—Lilac 7 H U7076—Rose pink  
7 H U7078—Maize 3-pc. Set . . . \$13.98  
CARDIGAN AND SKIRT, *State size above*. Wt. 2 lbs.  
7 H U7075—Lilac 7 H U7077—Rose pink  
7 H U7079—Maize 2-piece Set . . . \$9.98

**M** SWEATER-COSTUME IN ORLON AND RAYON . . . cardigan of 100% interlock-knit Orlon with embroidered rayon satin ribbon banding the closing . . . matching pearl-like buttons hand wash. Orlon and rayon skirt . . . double box-pleats all around . . . and, pleated to left; hand wash separately, drip-dry. *State Misses' size 10, 12, 14, 16, 18.*  
7 H U7080—Turquoise blue 7 H U7082—Rose pink  
Shipping weight 2 lbs. . . . 2-piece Set \$10.98  
SKIRT ALONE, *State size above*. Shpg. wt. 1 lb.  
7 H U7061—Turquoise blue . . . \$5.59  
7 H U7063—Rose pink . . . 5.59

**L** PRINT-MATCHED ENSEMBLE. Linen-look rayon side-zipped skirt . . . hand wash. Interlock-knit Orlon cardigan . . . hand wash separately; lining matches blouse. Leaf-printed acetate and rayon pongee sleeveless blouse is washfast, max. fabric shrinkage 2%. *State Misses' size 10, 12, 14, 16, 18*  
7 H U7053—Raspberry rose outfit as shown  
7 H U7054—Lt. blue, blue and rose print on pink  
7 H U7055—Beige; turquoise and brown print on beige. Shpg. wt. 2 lbs. . . . 3-piece Set \$17.98  
SKIRT ALONE, self belt *State size above*  
7 H U7056—Raspberry rose 7 H U7057—Light blue  
7 H U7058—Light beige. Wt. 1 lb. . . . Each \$6.98

IMPORTANT Use these charts to determine correct size

### SIZE CHART FOR MISSES' SIZES

Order Size	8	10	12	14	16	18	20
If bust is . . .	31	32 1/2	34	35 1/2	37	39	41 in.
If waist is . . .	23 1/2	24 1/2	25 1/2	27	28 1/2	30 1/2	32 1/2 in.
If hips are . . .	32 1/2	34	36	38	40	42	44 in.

### SIZE CHART FOR WOMEN'S SIZES

Order Size . . . . .	38	40	42	44
If bust is . . . . .	41	43	45	47 inches
If waist is . . . . .	33 1/2	36	38 1/2	41 inches
If hips are . . . . .	42	44	46	48 inches

• See Fabric Samples at Catalog Sales Offices  
See samples of fabrics . . . for locations and phone numbers of Catalog Sales Offices see page 1333

\*Depend T. M. for acrylic fiber    †Depend T. M. for polyester fiber



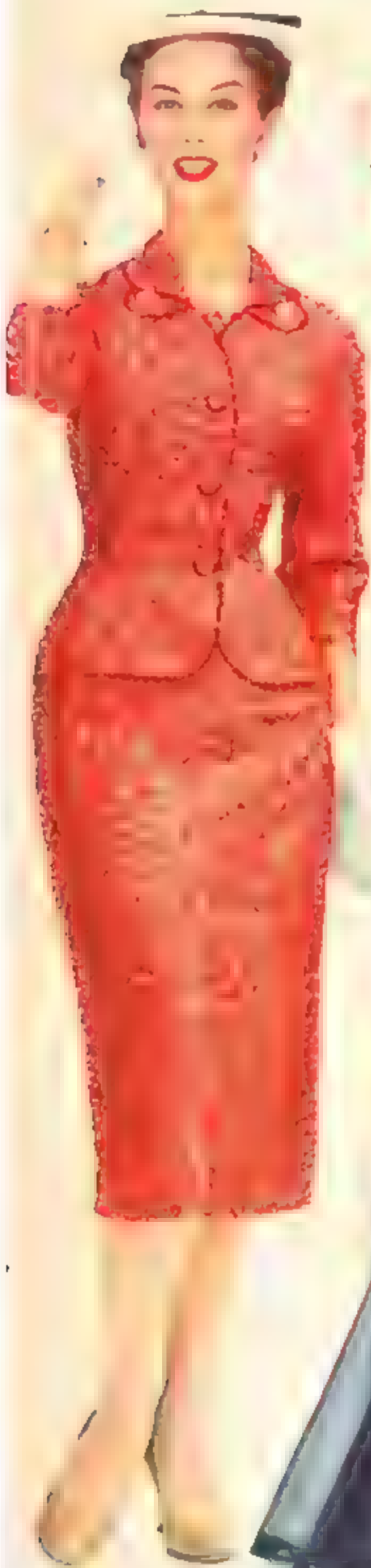
YOUNG AMERICA

(1)  
\$9.98 \$20.98  
16 14 1/2 18

See page 11  
for description



LIKES PURE SILK . . see page 17 for descriptions



125.00  
17 1/2  
42 1/2

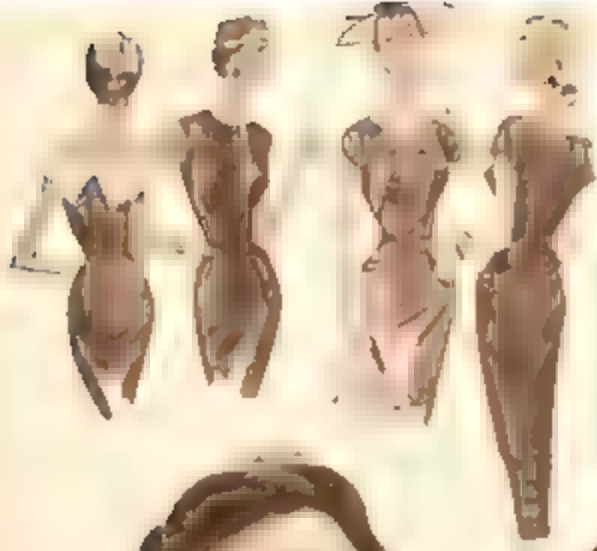
116.98  
17 1/2  
42 1/2



119.98  
17 1/2  
42 1/2



YOUNG AMERICA



  
\$11.98  
Sizes  
10 to 18



  
\$14.98  
Sizes  
7 to 15  
B to D



  
\$12.98  
Sizes  
12 to 20



LIKES LONG SLIM LINES... so easy to wear in a Kerrybrooke fashion



①  
\$13.98  
Size  
12 to 20

**A** PRINCESS SWEATH DRESS IN COTTON AND SILK... a most flattering dress in a most beautiful fabric... has a crisp texture and soft luster; looks like finely woven petitpoint. The smart simplicity of this dress is dramatically heightened by a white cotton lace collar with a V-back. Set-in pockets, long back zipper and 4 gores in back for smooth fit. Fabric belt included (not shown). Dry clean. Shpg. wt. 2 lbs. Comes in Misses' sizes 10, 12, 14, 16, 18 only. Please measure, order your correct size.  
031 H U2037—Black ..... \$11.98 031 H U2038—Navy blue .. \$11.98

**B** DRESS AND JACKET IN COTTON AND SILK... smart for day or date-time wear, crisp fabric with a soft luster; looks like finely woven petitpoint. Princess dress has Empire midriff, white trim, back zipper, 2-gore back. Jacket has extra detachable white collar and cuffs of washable linen-look rayon. Dry clean. Shpg. wt. 3 lbs. Juniors' sizes 7, 9, 11, 13, 15, Misses' sizes 8, 10, 12, 14, 16. Please measure; order your correct size.  
031 H U1230—Dark gray .. \$14.98 031 H U1231—Navy blue ... \$14.98

**C** COAT DRESS IN SMART NEW FABRIC... an exquisite blend of cotton and silk with a firm texture, subtle sheen and the rich appearance of pure silk crepe. This stunning double-breasted dress is very well-made, has hand-bound buttonholes, deep overlap in front, under-arm gussets for free action. Slim skirt has peg pockets, 2-gores in back. Dry clean. Shpg. wt. 2 lbs. Misses' sizes 12, 14, 16, 18, 20. Please measure, order your correct size.  
031 H U2040—Navy blue .. \$12.98 031 H U2041—Black ..... \$12.98

**D** 2 PIECE TUNIC DRESS IN RAYON AND SILK... this beautiful, firmly-woven fabric has the soft luster of antique satin and the rich, nubby texture of shantung. Smart, new tunic top is princess style, has cuffed patch pockets with button trim, belted back with long zipper for smooth fit. Top of slim skirt is matching acetate taffeta. Hand bound buttonholes. Dry clean. Shpg. wt. 2 lbs. Misses' sizes 12, 14, 16, 18, 20. Order correct size.  
031 H U2042—Navy blue ... \$13.98 031 H U2044—Black ..... \$13.98

## PURE SILK

Kerrybrooke fashion shown on page 14

**E** FLOWER PRINT SHIRTWAIST DRESS IN PURE SILK CREPE. This hand-somely tailored dress takes a special air of elegance from its beautiful silk fabric... soft, smooth and subtly lustrous. The shirtwaist bodice is very fashionable and becoming. Full-swept skirt has unpressed pleats all around. Dry clean. Shpg. wt. 2 lbs. Please measure, order correct size.  
Misses' sizes 10, 12, 14, 16, 18. Full Misses' sizes 14T, 16T, 18T  
031 H U2025—Bright copen blue, 031 H U2225—Bright copen blue  
violet and white print ..... \$19.98 violet and white print. ... \$20.98

Kerrybrooke fashions shown on page 15

**F** "PUSSYWILLow" PRINT DRESS AND JACKET IN PURE SILK CREPE... soft, smooth silk with a dull luster... very smart and rich-looking. This beautiful outfit flaunts the skillful tailoring and elegant appearance of ensembles usually found in expensive specialty shops. The slim-line dress has a flattering square neck with bow trim, smooth 2-gore skirt back. The fitted jacket has tab trim with sparkling rhinestone ornaments, hand-bound buttonholes. Dry clean. Shpg. wt. 2 lbs. Misses' sizes 12, 14, 16, 18, 20, Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Order correct size.  
031 H U2031—Coral red .. \$23.00 031 H U2032—Medium blue \$23.00

**G** PURE SILK ORGANZA DRESS WITH LACE COLLAR... one of the loveliest dresses we've seen. The sheer, crisp silk is wonderfully light and filmy... seems to float on air. The ultra-feminine dress has a dramatic white over-collar of cotton lace and organza... detachable. Full-swept skirt has unpressed pleats all around. Entire dress is lined with acetate taffeta. Dry clean. Shpg. wt. 2 lbs. Misses' sizes 10, 12, 14, 16, 18. Order correct size.  
031 H U2034—Navy blue .. \$16.98 031 H U2035—Dark gray. .. \$16.98

**H** LONG TORSO DRESS IN PURE SILK SHANTUNG... one of the newest smartest silhouettes in a very rich-looking silk with a finely "nubbed" texture and soft sheen. Flattering front midriff, pert, push-up sleeves. Step-in style with full-swept skirt softly gathered all around. Dry clean. Shpg. wt. 2 lbs. Misses' sizes 10, 12, 14, 16, 18. Order correct size.  
031 H U2028—Peacock blue \$16.98 031 H U2029—Navy blue .. \$16.98

Dresses described on this page will be shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your Sears mail order house. Convenient Easy Terms on inside back cover. Measure... see size charts on page 124. Fabric belts have Bac-A-Belt® reinforcement... may be dry cleaned.

\* See Fabric Samples at Sears Catalog Sales Offices. You can see actual colors, pattern, textures of these dress fabrics. See page 1333 for locations and phone numbers.



# YOUNG AMERICA

See page 21  
for descriptions

16  
\$16.98  
7  
8 x 18

16  
\$16.98

8 x 18

7

8 x 18

7

8 x 18



LIKES TO DRESS UP . . see page 21 for descriptions





YOUNG AMERICA



⑧  
\$12.98  
Sizes  
10 to 16,  
9 to 17

⑥  
\$10.98  
Sizes  
12 to 20  
\$1.98  
Sizes  
14 to 20

①  
\$13.98  
Sizes  
8 to 12, 14 to 16,  
18 to 20



# LIKES THE ENSEMBLE . . so smart and versatile in a Kerrybrooke fashion



**D**  
\$14.98  
Sizes  
12 to 20;  
14½ to 22½

**A** FLOWER PRINT DRESS, FAIRLE COAT  
Our finest rayon crepe in a flattering dress with smart neckline detail. 8-gore skirt. Acetate and rayon faille coat is unlined. Has fabric flower. Hand wash dress; dry clean coat. Shpg. wt. 4 lbs.  
*Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½.*  
*Women's sizes 38, 40, 42, 44.*

031 H U3703—Blue and white dress; navy coat  
031 H U3704—Gray and white dress; black coat  
Order correct size . . . . . 2-pieces \$13.98

**C** DRESS AND JACKET OF LINEN-LOOK RAYON . . one of the newest, smartest outfits we've seen. Scoop-neck sheath has tab-and-button-trimmed bodice, 2-gore skirt back, kick pleat. Brief jacket is a colorful Indian-type print with touches of metallic gold-color. Hand wash separately. Wt. 2 lbs.  
*Misses' sizes 12, 14, 16, 18, 20.*  
031HU2068—Lt. beige dress; beige and gold print jacket. Order correct size . . . . . \$10.98

*Full Misses' sizes 14T, 16T, 18T, 20T*  
031HU2268—Lt. beige dress; beige and gold print jacket. Order correct size . . . . . \$11.98

**B** 3-PC. SUIT . . jacket and skirt of smart, new Chromaspin acetate woven with a subtle stripe and satin-smooth back dotted blouse of finely twined rayon surah. Box jacket has tab trim, semi-lining matches blouse. Skirt has 2-gore back, kick pleat. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17.*

031HU7045—Dark blue suit, white blouse with red dots. Order correct size . . . . . \$12.98  
031HU2044—Charcoal gray suit, white blouse with red dots. Order correct size . . . . . \$12.98

**D** DRESS AND COAT OF LINEN-LOOK RAYON . . This attractive costume is accented by white braid and sparkling rhinestones. Scoop-neck sheath has 2-gore skirt back, kick pleat. Slim coat is unlined. Looks smart with other dresses too. Hand wash separately. Shipping weight 4 pounds. *Misses' sizes 12, 14, 16, 18, 20; Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Please be sure to order correct size.*

031 H U2070—Copen blue . . . . . \$14.98  
031 H U2071—Yellow . . . . . 14.98  
031 H U2072—Navy blue . . . . . 14.98

## "DRESS UP"

Kerrybrooke fashions shown on page 18

**E** EVENING DRESS AND BOLERO. Lovely formal with bodice, hip yoke and bolero of nylon and acetate lace. Bodice drapery and full skirt are nylon net. Dress lined with rayon taffeta. Dry clean. Shpg. wt. 3 lbs. *Juniors' sizes 7, 9, 11, 13, 15, 17; Misses' sizes 8, 10, 12, 14, 16, 18. Order correct size.*  
*Ballerina length skirt about 33 in. long.*

031 H U1234—Aqua blue . . . . . 2 pcs \$14.98  
031 H U1235—White . . . . . 2 pcs 16.98  
031 H U1236—Light yellow . . . . . 2 pcs 16.98  
*Full-length Green.*  
031 H U1237—Light sky blue. . . . . 2 pcs \$18.98  
031 H U1238—Lt. Nile green. . . . . 2 pcs 16.98  
031 H U1239—Light pink . . . . . 2 pcs 16.98

**F** DOTTED ORGANDY DRESS, NYLON COAT . . a most alluring ensemble. This extremely flattering dress is sprinkled with flocked dots. . . has a glamorous petal-like bodice, Empire midriff with interlaced rayon velvet ribbon. The ballerina-length skirt (about 33 in. long) is gathered all around. Entire dress is lined with rayon taffeta. Coat is 100% nylon, crisp, smooth sheer. . . can be worn with other dresses. Dry clean dress, hand wash coat. Shpg. wt. 3 lbs. *Juniors' sizes 7, 9, 11, 13, 15, 17; Misses' sizes 8, 10, 12, 14, 16, 18. Order correct size.*

031 H U1250—White dress with red polka dots, white coat . . . . . \$16.98

Kerrybrooke fashions shown on page 19

**G** CORDED DRESS WITH FLOUNCE is an exquisite new fabric of acetate and silk with a crisp texture and soft sheen. This handsomely detailed dress has cording all around smartly shirred flounce with a dramatic upward sweep in back. Dry clean. Crinoline petticoat included. Shipping wt. 2 lbs. *Misses' sizes 10, 12, 14, 16, 18. Please measure; order your correct size.*

031 H U2073—Turquoise blue . . . . . \$15.98  
031 H U2074—Coral rose . . . . . 15.98

**J** LACE DRESS WITH FLOUNCE . . in finest quality cotton fully lined with acetate satin. delicate looking yet durable. Matching acetate satin ribbon ends in back bow. Dry clean. Shpg. wt. 3 lbs. *Juniors' sizes 7, 9, 11, 13, 15, 17; Misses' sizes 8, 10, 12, 14, 16, 18. Order correct size.*

031 H U1246—Light Nile green . . . . . \$17.98  
031 H U1247—Light blue . . . . . 17.98  
031 H U1248—Rose pink . . . . . 17.98

Dresses described on this page shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Easy Terms . . 10 side back cover. Measure . . see page 124.

**H** LACE DRESS WITH PLEATED NET. This elegant dress of nylon and acetate lace has a panel of pleated nylon net on the flared skirt. Flattering Empire midriff, long back zipper. Full lining of rayon taffeta. Dry clean. Shpg. wt. 3 lbs. Order correct size. *Juniors' sizes 7, 9, 11, 13, 15, 17; Misses' sizes 8, 10, 12, 14, 16, 18.*

031 H U1240—Pink . . . . . 031 H U1241—White  
031 H U1242—Lt. blue . . . . . Each \$16.98  
*Shorter Women's 14½, 16½, 18½, 20½, 22½.*  
031 H U1243—White . . . . . 031 H U1244—Pink  
031 H U1245—Lt. blue . . . . . Each \$18.98

**K** PRINTED CHIFFON PARTY DRESS of 100% nylon with a striking leaf print. This soft filmy dress has a shirred neckline in front and back, gathers all around skirt. Long back zipper. rayon taffeta petticoat. Dry clean. Shpg. wt. 2 lbs. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17.*  
031 H U2076—Burnt orange, gold and white print. Order correct size . . . . . \$12.98  
031 H U2077—Copen blue, deep green and white print. Order correct size . . . . . \$12.98  
All fabric belts have Bag-A-Belt® reinforcement. . . may be washed or dry cleaned.

See Fabric Samples at Sears Catalog Sales Offices. You can see the actual colors, patterns and textures of these dress fabrics. See page 133 for locations and phone numbers.



# YOUNG AMERICA LIKES FLOWER PRINTS

see page 25 for dress descriptions



16  
\$12.98

19.28

50.08

92



# YOUNG AMERICA LIKES THE SHIRTWAIST DRESS

see page 26 for descriptions

[M]  
\$ 98  
12 to 20  
\$ 2 98  
14 to 20

\$8 98  
0 to 20  
\$9 98  
14 to 20

\$9 98  
\$10 98  
14 to 20

[M]  
\$10 98  
0 to 18  
\$ 98  
14 to 20



# YOUNG AMERICA



**A**  
\$12.98  
Size  
12 to 20  
14 1/2 to 22 1/2

**B**  
\$9.98  
Size  
10 to 18  
14 1/2 to 20 1/2

**C**  
\$11.98  
Size  
12 to 20  
14 1/2 to 22 1/2



## LIKES THE JACKET DRESS . . so attractive and useful in a Kerrybrooke fashion



**A** OUR FINEST RAYON CREPE in a smart brushstroke print. Stylish jacket is semi-fitted . . has rhinestone ornament. Youthful dress has tab-trimmed neckline with fabric bands over durable nylon marquisette; 3-gore skirt back. Dry clean. Shpg. wt. 2 lbs. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Women's sizes 38, 40, 42, 44*  
031 H U4005—Navy and gray with white  
031 H U4006—Black and turquoise blue with white. *Order correct size. . . . . 2-pcs. \$12.98*

**C** LINEN-LOOK RAYON in a lovely, young-looking outfit. Bolero is prettily embroidered with white braid. Becoming dress has front midriff, crisp white piping on scoop neck and hip pockets. Slim skirt has 2-gore back, kick pleat. Hand wash separately. Shpg. wt. 3 lbs. *Misses' sizes 12, 14, 16, 18, 20; Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Please order correct size.*  
031 H U2082—Navy blue. . . . 2-pcs. \$11.98  
031 H U2083—Medium brown. 2-pcs. 11.98

**B** LINEN-LOOK RAYON ensemble with rich dyed-to-match lace and rhinestones on the collar of bolero and the scoop-neck of the dress. Smooth-fitting skirt has peg pockets, 2-gore back. Hand wash separately. Shpg. wt. 3 lbs. *Misses' sizes 10, 12, 14, 16, 18, Shorter Women's sizes 14½, 16½, 18½, 20½. Please measure; order your correct size.*  
031 H U2079—Copen blue. . . . . 2-pcs. \$9.98  
031 H U2080—Pink. . . . . 2-pcs. 9.98  
031 H U2081—Light beige . . . 2-pcs. 9.98

**D** RAYON AND SILK . . crisp, beautiful fabric with a rich nubby texture. This sophisticated, slim-line outfit is especially becoming to Junior figures. Sleeveless dress has a very pretty yoke of white cotton lace; long back zipper, 2 gore skirt back with kick pleat. New short bolero. Hand wash separately. Shpg. wt. 2 lbs. *Juniors' sizes 7, 9, 11, 13, 15. Order your correct size.*  
031 H U1254—Powder (lt.) blue. 2-pcs. \$10.98  
031 H U1255—Pink. . . . . 2-pcs. 10.98

## FLOWER PRINTS

*Kerrybrooke dresses shown on page 22*

**E** STEP-IN DRESS OF 100% NYLON JERSEY . . won't sag; sheds wrinkles, needs no ironing. Lovely hand screened print . . bows at neckline; hip yoke at sides and back; skirt with front gathers. Hand wash separately. Shpg. wt. 1 lb. *Misses' sizes 12, 14, 16, 18, 20; Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Order correct size.*  
031 H U2047—Rose on white . . . \$12.98  
031 H U2048—Lilac on white. . . 12.98

**G** SMOOTH-LINE PRINCESS DRESS in beautiful cotton satin that stays firm and lustrous. Empire midriff and shoulder pleats flatter your bustline. V-neck with back bow; long back zipper; pretty flared skirt. Hand wash separately. Shpg. wt. 2 lbs. *Juniors' sizes 9, 11, 13, 15, 17; Misses' sizes 10, 12, 14, 16, 18. Order correct size*  
031 H U1258—Lt. yellow with blueprint \$9.98  
031 H U1259—Lt. pink with gray print. 9.98

**F** SLIM-LINE STEP-IN DRESS of our best acetate crepe . . a finely "pebbled", rich looking fabric. Becoming "far-away" collar with smart scarf effect, hip pockets, 3-gore skirt back with walk pleats. Dry clean. Shpg. wt. 2 lbs. *Misses' sizes 12, 14, 16, 18, 20; Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Measure; order correct size.*  
031 H U2050—Navy with rose print . . \$9.98  
031 H U2051—Medium gray with rose. 9.98

**H** LONG-LINE TORSO DRESS . . lustrous acetate taffeta in a beautiful hand screened print. New square neckline in back and front. lovely waist flattering bodice, long back zipper for smooth fit. Full swept skirt softly gathered all around. Smart with or without belt. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 10, 12, 14, 16, 18. Please measure; order correct size.*  
031 H U2053—Blue, pink and green print. \$10.98

## SHIRTWAIST DRESSES

*Kerrybrooke fashions shown on page 23*

**J** STEP-IN DRESS WITH TUCKED BODICE . . new cotton fabric with woven raised dots. Smart tucked bodice front has buttons to waist, snap opening below. Unpressed pleats all around skirt. Hand wash separately. Shpg. wt. 2 lbs. *Order correct size. Misses' sizes 10, 12, 14, 16, 18.*  
031 H U2056—Periwinkle (lilac-blue). . \$9.98  
031 H U2057—Bright rose . . . 9.98  
031 H U2058—Avocado (med.) green . 9.98  
*Tall Misses' sizes 14T, 16T, 18T*  
031 H U2256—Periwinkle (lilac-blue). \$10.98  
031 H U2257—Bright rose . . . . . 10.98  
031 H U2258—Avocado (med.) green. 10.98

**L** NYLON SHEER COAT DRESS with white flocked dots. Feminine white lace ruching; unpressed pleats all around skirt. Hand wash. Shpg. wt. 2 lbs. *Order correct size. Misses' sizes 10, 12, 14, 16, 18, 20.*  
031 H U4200—Yellow . . . . . 031 H U4202—White  
031 H U4201—Light blue. . . . . Each \$8.98  
*Tall Misses' sizes 14T, 16T, 18T, 20T.*  
031 H U4300—Yellow . . . . . 031 H U4302—White  
031 H U4301—Light blue. . . . . Each \$9.98

**K** COTTON AND DACRON® STEP-IN DRESS . . slightly textured fabric with woven semi sheer stripes. Box pleats all around skirt. Hand wash separately. Flower included. Shpg. wt. 2 lbs. *Order correct size. Misses' sizes 12, 14, 16, 18, 20*  
031 H U2059—Lilac and white . . . \$11.98  
031 H U2060—Pink and white . . . 11.98  
*Tall Misses' sizes 14T, 16T, 18T, 20T.*  
031 H U2259—Lilac and white . . . . \$12.98  
031 H U2260—Pink and white. . . 12.98

**M** 2-Pc. Dress in finely "pebbled" acetate and nylon crepe that washes. Blouse has tucked front; knife pleats all around skirt. Hand wash separately . . pleats stay in. Shpg. wt. 3 lbs. *Order your correct size. Misses' sizes 10, 12, 14, 16, 18.*  
031 H U2062—White . . . . . 031 H U2064—Pink  
031 H U2063—Powder (lt.) blue. 2-pcs. \$10.98  
*Tall Misses' sizes 14T, 16T, 18T.*  
031 H U2262—White . . . . . 031 H U2264—Pink  
031 H U2263—Powder (lt.) blue. 2-pcs. \$11.98

Use Easy Terms . . see inside back cover.

Dresses described on this page shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Measure . . see page 124.



# YOUNG AMERICA LIKES

see page 29 for descriptions



6  
11.98  
12.98  
13.98

14  
39.98  
44.98  
49.98



BEAUTIFUL COTTONS





YOUNG AMERICA

**B**  
\$10.98  
Sizes  
38 to 44

**A**  
\$9.98  
Sizes  
7 to 15

**C**  
\$11.98  
Sizes  
12 to 20  
14½ to 22½

**D**  
\$10.98  
Sizes  
12 to 20,  
14½ to 24½



## LIKES PLEATS THAT WASH . . . miracle fabrics in Kerrybrooke fashions



**A** PIMA COTTON AND ORLON® . . . fine miracle fabric with a subtle sheen. Smooth-fitting jacket has brief peplum . . . is trimmed with pretty self-fabric rosettes and sparkling rhinestones. Whirling skirt has fan pleats all around. Hand wash separately . . . pleats stay. Shpg. wt. 1 lb. *Juniors' sizes 7, 9, 11, 13, 15. Order correct size*

031 H U4003—Light aqua blue. . . 2 pcs. \$9.98  
031 H U4004—Frosted rose. . . 2 pcs. 9.98

**C** EASY-TO-CARE-FOR 100% DACRON . . . looks like shantung . . . beautiful miracle fabric . . . light and airy. Cutaway jacket makes waist and hips look slim . . . has detachable collar of white nylon. Skirt has fan pleats all around. Hand wash separately, drip dry . . . pleats stay. Shpg. wt. 2 lbs. *Misses' sizes 12, 14, 16, 18, 20; Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Order correct size*

031 H U2088—Turquoise blue. . . 2 pcs. \$11.98  
031 H U2089—Navy blue. . . 2 pcs. 11.98  
031 H U2090—Dark brown. . . 2 pcs. 11.98

**E** ORLON AND NYLON SEERSUCKER with white stripes. Jacket has tab trim. Box pleats all around skirt. Hand wash, drip dry . . . pleats stay. Shpg. wt. 2 lbs. *Order correct size. Misses' sizes 12, 14, 16, 18, 20.*

031 H U2085—Medium blue. . . 2 pcs. \$12.98  
031 H U2086—Oxford gray. . . 2 pcs. 12.98

**B** EASY-TO-CARE-FOR 100% DACRON† . . . looks like shantung . . . beautiful miracle fabric . . . lightweight and cool. Becoming dress has shoulder tabs, rhinestone-set buttons. Knife pleats all around skirt. Hand wash, drip dry . . . pleats stay. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44.*

031 H U3212—Periwinkle (hlae-blue)  
031 H U3214—Pink 031 H U3213—Navy  
Shpg. wt. 2 lbs. *Order correct size. Each \$10.98*

**D** PRETTY COTTON AND NYLON PRINT . . . soft, smooth fabric, that looks like finest quality broadcloth. Becoming dress has draped neckline, button trim, side zipper. Fan pleats all around skirt. Hand wash separately, drip dry . . . pleats stay. Shpg. wt. 2 lbs. *Misses' sizes 12, 14, 16, 18, 20; Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Measure; order correct size.*

031 H U2091—Pink with white. \$10.98  
031 H U2092—Navy blue with white 10.98

## BEAUTIFUL COTTONS

*Kerrybrooke fashions shown on page 26*

**F** DRAMATIC 2-PIECE OUTFIT in finest quality cotton that resists wrinkles, keeps its crispness and luster . . . needs little or no ironing. Circle skirt is beautiful cotton surah . . . a rich-looking twilled fabric with a soft, silk like sheen. Glamorous blouse has a front panel and side zipper. Hand wash. Gold-color leather belt. Shpg. wt. 2 lbs. *Misses' sizes 10, 12, 14, 16, 18*

031 H U2150—Black and ivory print skirt; black blouse. *Order correct size. . . . \$9.98*

**G** LONG TORSO DRESS with a smart, new cutaway effect, tucked sleeves, rhinestone ornament V neck back with long zipper, gathers all around skirt. Excellent quality combed cotton broadcloth that resists wrinkles . . . hand wash separately. Crinoline petticoat included. Shpg. wt. 3 lbs. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17. Order correct size.*

031 H U2152—Bright red \$12.98  
031 H U2153—Periwinkle (hlae-blue) 12.98

**H** PARASOL AND DRESS in a wonderful new lace and flower print. Long line dress has cotton satin piping, long back zipper. Box pleats all around skirt. Parasol sheds sun or showers. Fine cotton . . . hand wash separately. Shpg. wt. 3 lbs. *Juniors' sizes 7, 9, 11, 13, 15.*

031 H U1265—Copen blue and white print. *Order correct size. . . . 2 pcs. \$9.98*

*Kerrybrooke fashions shown on page 27*

**J** DRESS WITH PLEATED HIP YOKE . . . becoming coat style in fine, combed cotton broadcloth. Bodice pleats for flattering bust-line fullness; rhinestone-set buttons; yoke all around skirt. Wrinkle-resistant . . . hand wash; pleats stay in. Shpg. wt. 2 lbs. *Misses' sizes 12, 14, 16, 18, 20; also in Shorter Women's sizes 16½, 18½, 20½, 22½, 24½. Please measure; order correct size.*

031 H U4634—Light olive green. . . \$8.98  
031 H U4635—Bright turquoise blue 8.98

**K** DRESS AND JACKET in fine, smooth cotton . . . a pretty and becoming outfit. Princess style dress has sweetheart neckline, Empire midriff. Button up jacket has detachable white pique trim. Hand wash separately. Shpg. wt. 2 lbs. *Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18. Measure; be sure to order correct size.*

031 H U1268—Gold and black print on white; gold jacket . . . \$9.98  
031 H U1269—Peacock blue and black print on white; peacock blue jacket. . . \$9.98

**L** METALLIC GOLD-COLOR PRINT DRESS . . . takes an air of elegance and splendor from its shimmering Indian-type design. Beautifully made with smart surplice neckline; front midriff. Full skirt has tiny unpressed pleats all around. Superior quality cotton . . . hand wash separately. Shpg. wt. 2 lbs. *Misses' sizes 10, 12, 14, 16, 18. Please measure; order correct size.*

031 H U2157—Bright turquoise blue \$10.98  
031 H U2158—Light coral red . . . 10.98

**M** ORGANDY PARTY DRESS of fine combed cotton that keeps its crispness . . . highlighted by flocked dots and nylon velvet ribbon. Alluring off-the-shoulder bodice; billowy skirt with gathered tiers all around; long back zipper. Fully lined with rayon taffeta. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17. Measure; order correct size.*

031 H U2155—Red dots on white. . . \$12.98

All fabric belts have Bac-A-Belt® reinforcement . . . may be washed or dry cleaned.  
All Dresses described on this page are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. You can buy dresses on Sears Easy Terms . . . see inside back cover. Measure, see charts on page 124.

\* See Fabric Samples at Sears Catalog Sales Offices. You can see the actual colors, patterns and textures of these dress fabrics. See page 1333 for locations and phone numbers.

† DuPont T M for acrylic fiber  
‡ DuPont T M for polyester fiber

## YOUNG AMERICA LIKES

\$5.98  
each

*See page 33 for descriptions*

**E**  
\$5.98  
Sizes  
9 to 7  
0 to 18

**E**  
\$5.98  
Sizes  
10 to 20  
14 1/2 to 22 1/2

**G**  
\$5.98  
Sizes  
0 to 8

30 SEARS, ROEBUCK AND CO. SPURRYAN, MD.



# CAREFREE COTTONS

\$5.98  
each

see page 33

for descriptions

\$5.98

waist  
7 to 13

(K)

\$5.98

waist  
6 to 24  
length  
78 to 44

(N)  
\$5.98

waist  
6 to 14

\$5.98

YOUNG AMERICA

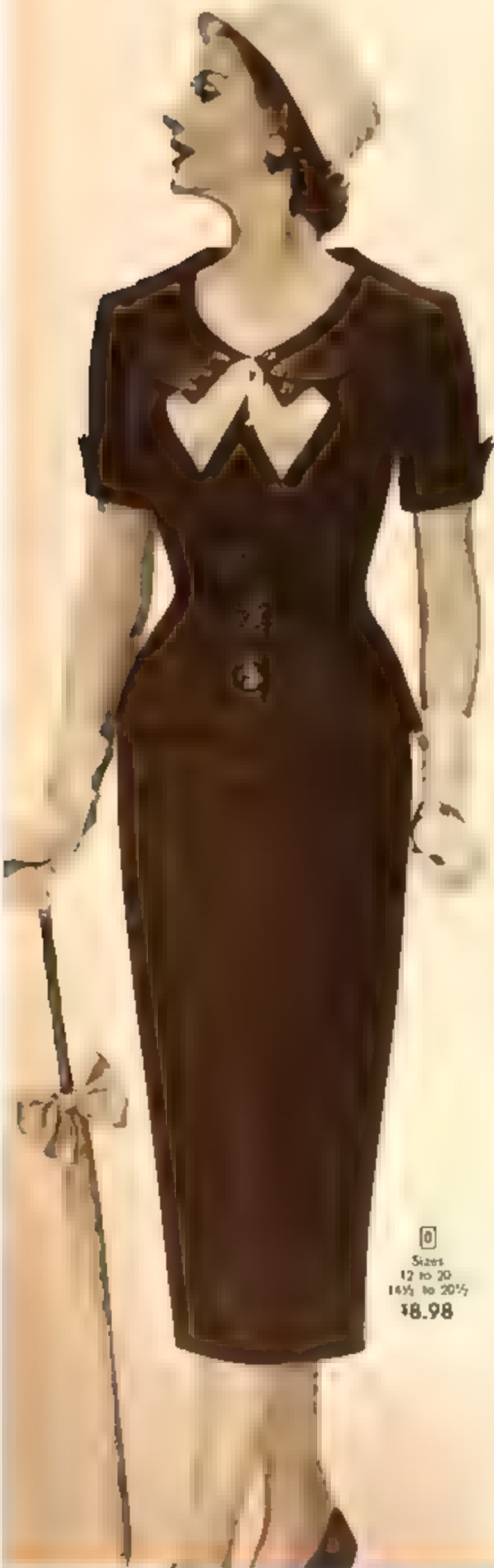
B  
\$9.98  
Sizes  
12 to 16

A  
\$9.98  
Sizes  
12 to 20

C  
\$2.98  
Sizes  
14 1/2 to 22 1/2



LIKES NAVY BLUE . . so flattering in a Kerrybrooke fashion



**A** NEW ACETATE AND RAYON, firm-bodied fabric with a soft sheen and satin smooth back. This versatile princess dress is very becoming . . has a flared 4-gore back. It doubles beautifully as a coat . . looks smart with spring and summer dresses. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size*

031 H 04212—Navy blue . . . only \$9.98  
031 H 04213—Black . . . . . only 9.98

**C** COTTON AND SILK beautifully blended into a rich-looking fabric with a crisp texture and soft sheen. This young-looking dress has a very attractive neckline with white cotton daisies and sparkling rhinestone. Flattering 32-gore skirt with just the right amount of flare; side zipper. Dry clean. Shpg. wt. 2 lbs. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½. *Order correct size*  
031 H 03216—Navy blue . . . . . \$12.98  
031 H 03217—Charcoal gray . . . . . 12.98

**B** SMART NEW FABRIC of acetate and rayon with a satin-smooth back . . has a subtle luster and firm texture. Here's a slim-line suit dress especially designed for Junior figures. Pert jacket has smart hip tabs, crisp white piping and detachable rayon bow. Straight skirt has 2-gore back, kick pleat. Dry clean. Shpg. wt. 2 lbs. *Juniors' sizes* 7, 9, 11, 13, 15. *Order correct size*

031 H 01272—Navy blue . . . 2 pieces \$9.98

**D** FINE COTTON AND RAYON FAIRLY crisp, finely ribbed fabric in a becoming new suit dress. Attractively styled jacket has a smart far away collar, white sailor type tie. Slim-line skirt has 2-gore back with kick pleat. Dry clean. Shipping weight 3 lbs. *Misses' sizes* 12, 14, 16, 18, 20; also comes in *Shorter Women's sizes* 14½, 16½, 18½, 20½. *Order correct size*

031 H 04209—Navy blue . . . 2 pieces \$8.98  
031 H 04210—Black . . . . . 2 pieces 8.98

## CAREFREE COTTONS

First time in our catalog! Fine, smooth cotton that needs little or no ironing . . is sunfast, wrinkle-resistant, washable . . won't shrink over 2%.

*Kerrybrooke fashions shown on page 30*

**E** PRETTY PRINT SUMMERS splashed with soft-hued flowers . . very attractive and cool-looking. Becoming bodice has a yoke effect in front, V-neck in back with narrow pointed collar. Soft gathers all around skirt. Long back zipper. Washable. Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18, 20; *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½. *Order correct size*

031 H 05905—Flower print as shown . . \$5.98

**F** SKIRTVELVET BLOUSE WITH SKIRT is a new flower and box print. Here's a pretty outfit that's practical too . . wear as a lovely dress or as smart separates. Skirt has unpressed pleats all around. Washable. Matching solid color straw belt. Shpg. wt. 2 lbs. *Juniors' sizes* 9, 11, 13, 15, 17; *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size*

031 H 05301—Rose red on white . . . \$3.98  
031 H 05302—Light brown on white . . . 3.98

**G** BLACK BLOUSE, PRINT SKIRT . . a very pretty outfit that doubles as separates. The glamorous blouse has a becoming picture frame neckline brightened by an artificial flower; side zipper for smooth fit. The gay, full skirt is gathered all around . . has a matching sash. Washable. Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18

031 H 05900—Blouse and skirt as shown. *Order correct size* . . . . . 2 pieces \$5.98

*Kerrybrooke fashions shown on page 31*

**H** LONG TORSO DRESS in a beautiful color-splashed flower print. Here's a very becoming dress that combines a flattering all-around midriff with a smart, long-line bodice. Pretty bow with rhinestone ornament, V-neck front, scoop-neck back; long back zipper. Washable. Shpg. wt. 2 lbs. *Comes in Misses' sizes* 10, 12, 14, 16, 18, 20. *Please measure, order correct size*

031 H 05906—Lilac on white . . . . . \$5.98  
031 H 05907—Turquoise blue on white . . . 5.98

**J** BABY DOLL BLOUSE WITH SKIRT is a flower and stripe print. This versatile outfit is an adorable dress worn together . . looks smart as separates, too. Unpressed pleats all around skirt. Washable. Natural color straw belt. Shpg. wt. 2 lbs. *Juniors' sizes* 7, 9, 11, 13, 15. *Order correct size*

031 H 05306—Moss green and gold print on ivory ground . . . . . 2 pieces \$5.98  
031 H 05309—Turquoise blue and orchid print on ivory ground . . . . . 2 pieces \$5.98

**K** SMART SHIRTWAIST DRESS in a beautiful soft-colored flower print. This flattering casual is very young-looking . . has a gently flared skirt with side pocket, matching cotton kerchief (not shown), side zipper. Washable. Shpg. wt. 2 lbs. *Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½; *Women's sizes* 38, 40, 42, 44. *Order correct size*

031 H 04000—Aqua and brown print \$5.98  
031 H 04001—Pink and green print . . . 5.98

**L** GOLD BLOUSE, PRINT SKIRT . . a versatile 2-piece dress you can also wear as separates for lots of changes. The tailored tuck-in top is smart and simple. The bright-colored full skirt has gathers all around, black patent-like plastic belt. Washable. Shpg. wt. 2 lbs. *Juniors' sizes* 9, 11, 13, 15, 17; *Misses' sizes* 10, 12, 14, 16, 18

031 H 05375—Blouse and skirt as shown. *Order correct size* . . . . . 2 pieces \$5.98

Dresses described on this page are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Sears Easy Terms; inside back cover. Measure and be sure . . see size charts on page 124. All fabric belts have Bar-A-Belt® reinforcement . . may be washed or dry cleaned.

See Fabric Samples at Sears Catalog Sales Offices. You can see the actual colors, patterns and textures of these dress fabrics. See page 1333 for locations and phone numbers.

## 4-STAR FEATURE DRESSES

*Dan-River Wrink Sheds*  
woven plaid gingham  
washfast, sunfast  
won't shrink over 1%



A 4 Star Feature because these dresses have been Sears laboratory approved and compared with other leading brands. We believe there is no finer value.

**\$4.90**  
each



## RIPPLED COTTON

Needs little or no  
ironing each dress  
in these 6 colors

**\$5.98**  
each



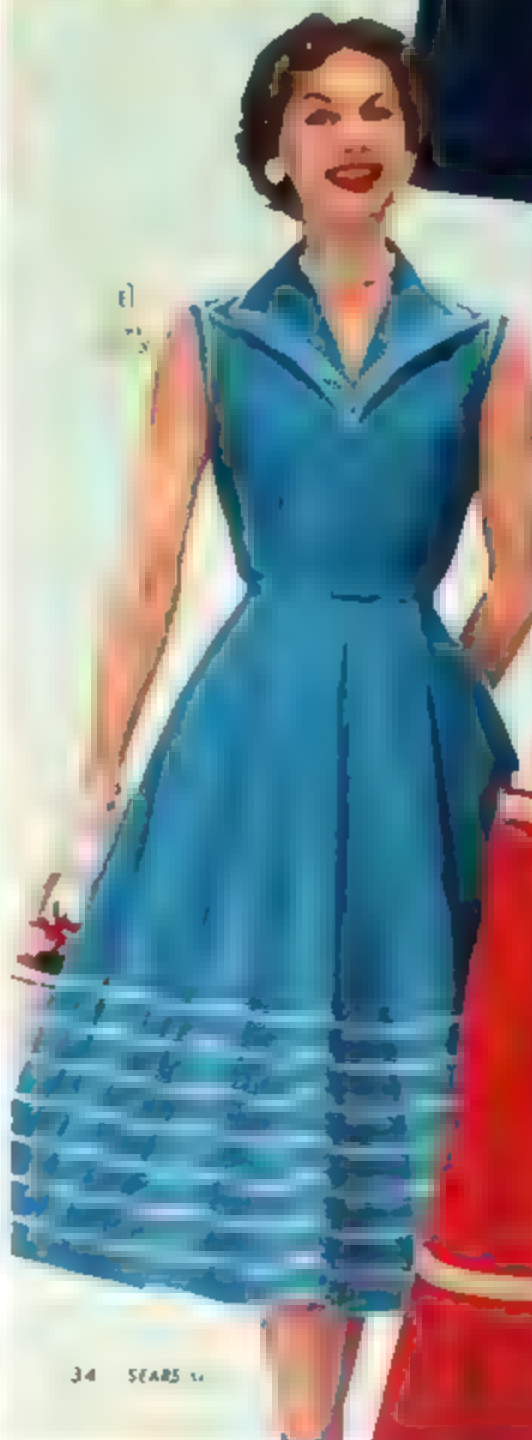
(G)  
Sizes  
12 to 24  
14 to 24



(H)  
Sizes  
14 to 24



(I)  
Sizes  
14 to 24



(F)  
Sizes  
10 to 18  
9 to 7





## Linen-Look Dresses THAT WASH

New Kerrybrooke  
fashions in crisp  
rayon and acetate  
... looks like linen,  
resists wrinkles,  
washes beautifully

**\$5.98**

Each



**A**  
Sizes  
7 to 15

## 4-STAR FEATURE Gingham Dresses

- Expertly tailored with  $\frac{7}{8}$  in. side-seams
- 2-in. blindstitched hems • double-stitched waistlines • non-ravel pinked seams

See illustrations on opposite page

**A** LONG TORSO DRESS in Dan River Wrinkl-Shed® woven plaid. Step-in style; decorative hip flaps, gathers all around skirt. Washfast. Shpg. wt. 2 lbs. *Misses' sizes* 9, 11, 13, 15. *Order correct size.*  
031HU5400—Copen blue, pink and white woven plaid ..... \$4.90  
031HU5401—Avocado (med.) green, pink and white woven plaid, 4.90

**B** SHIRTWAIST DRESS in Dan River Wrinkl-Shed® woven plaid. Softly flared skirt with box pleats in front, side zipper. Washfast. Shpg. wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20, *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Measure; order your correct size.*  
031HU5958—Yellow, gray and white woven plaid ... \$4.90  
031HU5959—Pink, gray and white woven plaid .... 4.90

**C** STEP-IN DRESS in Dan River Wrinkl-Shed® woven plaid. Pretty tab-and-button trim, skirt with set-in pockets, deep kick pleat in front, 2-gores in back. Washfast. Shpg. wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20, *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½, *Women's sizes* 38, 40, 42, 44. *Measure, order correct size.*  
031HU5963—Lilac, yellow and navy woven plaid ... \$4.90  
031HU5964—Copen blue, pink and black woven plaid ... 4.90

## RIPPLED COTTON in 6 COLORS

Washfast, sunfast, won't shrink over 2%  
Kerrybrooke dresses shown on opposite page

**D** SAILOR TYPE COAT DRESS trimmed and belted with white. 3-gore skirt back. Wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20; *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Order correct size.*  
031HU5946—Navy blue. \$5.98 031HU5949—Cherry red. . . \$5.98  
031HU5947—Peacock blue. 5.98 031HU5950—Charcoal gray. 5.98  
031HU5948—Tangerine. . . 5.98 031HU5951—Turquoise green. 5.98

**E** SLEEVELESS DRESS smartly set off by crisp white piping. Pretty flared skirt has 16 gores; side zipper. Shpg. wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20. *Please measure; order correct size.*  
031HU5940—Peacock blue. \$5.98 031HU5943—Cherry red. . . \$5.98  
031HU5941—Navy blue. . . 5.98 031HU5944—Turquoise green. 5.98  
031HU5942—Tangerine. . . 5.98 031HU5945—Charcoal gray. 5.98

**F** JUMPER LOOK DRESS with multicolor braid. Back buttons to below waist, skirt has side gathers. Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18; *Jumpers' sizes* 9, 11, 13, 15, 17. *Order correct size.*  
031HU5952—Tangerine. . . \$5.98 031HU5953—Cherry red. . . \$5.98  
031HU5954—Peacock blue. 5.98 031HU5956—Turquoise green. 5.98  
031HU5955—Navy blue. . . 5.98 031HU5957—Charcoal gray. 5.98

## LINEN-LOOK RAYON AND ACETATE

Looks smart, washes easily, resists wrinkles

**G** LONG TORSO DRESS with new zippered bodice, cuffed hip band and pleats all around skirt. Side zipper. Hand wash. Shpg. wt. 2 lbs. *Jumpers' sizes* 7, 9, 11, 13, 15. *Please measure, order correct size.*  
031HU6180—Aqua green. 031HU6181—Copen blue  
031HU6182—Yellow. Each. . . . . \$5.98

**H** 2-PIECE DRESS . . . very becoming slim-line style. Fitted jacket has a lovely stitched sunburst with sparkling rhinestone trim. Skirt has 2-gore back with kick pleat. Hand wash. Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18. *Please measure; order correct size.*  
031HU6186—Copen blue. 031HU6187—Yellow  
031HU6188—Pink. Each 2-piece dress. . . \$5.98

**J** SHIRTWAIST COAT DRESS with black buttons, patent-plastic belt, polka dot kerchief of acetate taffeta, 2-gore skirt back, kick pleat. Hand wash. Wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20.  
031HU6183—Lilac. 031HU6184—Copen blue. *Order correct size.*  
031HU6185—Pink. . . . . Each \$5.98

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Easy Terms, inside back cover. Measure . . . see page 124

**H**

Sizes  
0 to 8

**J**

Sizes  
2 to 20

## Easy-To-Care-For MIRACLE FABRICS

*Lovely Kerrybrooke dress fashions in 100%  
nylon and part nylon blends. They wash,  
shed wrinkles, need little or no ironing*

*Descriptions on  
opposite page*

**A** \$9 98  
Sizes  
14 1/2 to 24 1/2  
36 to 44  
\$10 98  
Sizes  
46 to 52

**B** \$9 98  
Sizes  
14 to 20,  
16 1/2 to 22 1/2

**D** \$8 98  
Sizes  
10 to 20,  
9 to 17

**E** \$11 98  
Sizes  
7 to 15,  
8 to 16

**C** \$9 98  
Sizes  
7 to 7  
10 to 16



## NUBBY COTTONS

Beautiful, exciting fabrics  
with new weave and texture  
.. washfast, easy to iron

\$9.98  
each



Q  
\$9.98  
Sizes  
10 to 20

F  
\$9.98  
Sizes  
12 to 20  
14 1/2 to 24 1/2

M  
\$9.98  
Sizes  
10 to 18,  
9 to 17

## MIRACLE FABRICS

See dresses on opposite page

**A** ACETATE AND NYLON MESH .. cool fabric with a woven circle design. Flattering dress has shoulder tucks for bustline fullness, 20-gore skirt. Hand wash. *Shorter Women's sizes* 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. *Women's sizes* 38, 40, 42, 44. Shpg. wt. 2 lbs. 031 H U3219—Dusty rose 031 H U3220—Navy 031 H U3221—Powder blue. Order correct size. Ea. \$9.98 *Larger Women's sizes* 46, 48, 50, 52. Shpg. wt. 2 lbs. 031 H U3419—Dusty rose 031 H U3420—Navy 031 H U3421—Powder blue. Order correct size. Ea. \$10.98

**B** COTTON AND NYLON .. soft-toned shadow plaid with a subtle sheen. Jacket has double row of buttons; peplum all around. Skirt has 3-gore back, 2-in. hem. Hand wash separately. *Misses' sizes* 14, 16, 18, 20. *Shorter Women's sizes* 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2. 031 H U3222—Medium blue 031 H U3223—Mauve rose Shpg. wt. 2 lbs. Order correct size .. 2-pcs. \$9.98

**C** 100% NYLON .. finely puckered semi sheer in a beautiful flower print. This pretty dress has a flattering surplice neckline and Empire midriff, rhinestone-trimmed shoulder tabs. Whirling skirt is pleated all around. Hand wash separately .. pleats stay Shpg. wt. 2 lbs. *Juniors' sizes* 9, 11, 13, 15, 17. *Misses' sizes* 10, 12, 14, 16, 18. Order correct size. 031 H U1278—Rose print on white .. \$9.98 031 H U1279—Copen blue print on white .. 9.98

**D** 2-PC 100% NYLON JERSEY .. sheds wrinkles, has a subtle sheen. Glamorous blouse has surplice neckline, Empire midriff, shirred sleeves that tie side zipper. Skirt is gathered all around. Both are smart separates. Hand wash separately. *Misses' sizes* 10, 12, 14, 16, 18, 20; *Juniors' sizes* 9, 11, 13, 15, 17. 031 H U4216—Aqua blue 031 H U4217—Gold Shpg. wt. 2 lbs. Order correct size .. 2-pcs. \$8.98

**E** 100% NYLON .. crisp sheer with applied white dots. Princess dress has scoop-neck with white cotton lace and nylon in front and back, long back zipper. 8-gore skirt has dramatic pleated flounces of white nylon. Entire dress lined with nylon taffeta. Hand wash separately .. pleats stay. *Juniors' sizes* 7, 9, 11, 13, 15; *Misses' sizes* 8, 10, 12, 14, 16. Order correct size. 031 H U1275—Navy blue .. Shpg. wt. 2 lbs. \$11.98

## NEW NUBBY COTTONS

- Don River Wrinkl-Shed® Combed Cotton
- Sunfast and Washfast
- Maximum fabric shrinkage 1%

**F** BECOMING V-NECK DRESS with shoulder tucks for flattering bustline; gently flared skirt with cuffed pockets, side zipper Shpg. wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20. *Shorter Women's sizes* 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Order correct size. 031 H U4233—Medium blue woven plaid \$9.98 031 H U4234—Medium green woven plaid 9.98

**G** SKIRTWAIST COAT DRESS .. convertible collar, huge pockets, flared skirt. Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18, 20. Order correct size. 031 H U4236—Royal blue woven plaid \$9.98 031 H U4237—Bright rose woven plaid 9.98

**H** PLAID OR SOLID STEP-IN SHEATH .. "far-away" collar; 2-gore skirt back Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18; *Juniors' sizes* 9, 11, 13, 15, 17. *Nubby Textured Women Plaid* Order correct size. 031 H U4038—Aqua blue woven plaid .. \$9.98 031 H U4039—Pink woven plaid .. 9.98 *Nubby Textured Chambray* Order correct size. 031 H U4 98 Frosty (solid color) \$9.98 031 H U4199—Oxford gray (solid color) .. 9.98

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Easy Terms, inside back cover. Measure, see page 124. Fabric belts have washable Bac-A-Belt® reinforcement

# GAY, WONDERFUL POLKA DOTS

*always smart, always popular*

*now more fashionable than ever*

**[A]**  
\$9.98  
Sizes  
9 to 17  
D to 18

**[B]**  
\$7.98

**[C]**  
\$8.98  
Sizes  
D to 18  
\$9.98  
Sizes  
14T to 18T

**[A]** COTTON AND ORLON® . . . smooth fabric with a soft sheen and white, duco-printed dots. This adorable dress has a scalloped front neckline with V back, white piping and bows on bodice. Flared 10-gore skirt. Rhinestone ornament and white silk kerchief included. Hand wash separately . . . dry dry. Shpg. wt. 2 lbs. *Juniors' sizes* 9, 11, 13, 15, 17, *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size*  
031 H U1262—Maize . . . \$9.98  
031 H U1263 Powder (lt.) blue 9.98  
\*DuPont Trademark for rayon fiber

**[B]** NEW RAYON HOMAN with a soft sheen and linen like texture. Slim step-in dress has white dots and trim smart "far away" collar, 2-gore skirt back with kick pleat, 2 inch hem. Sheds wrinkles, hand wash. Shpg. wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20. *Shorter Women's sizes* 14½, 16½, 18½. *Order correct size*  
031 H U4242 Navy blue 67.98  
031 H U4243 Coral rose 7.98

**[C]** COTTON AND ORLON . . . smooth soft lustered fabric dotted with white. Princess dress has soft pleat for bustline flattery, crisp white trim. The skirt flares out prettily. Long back zipper. Fabric belt included. Hand wash separately. Shpg. wt. 2 lbs. *Measure, order correct size*  
*Misses' sizes* 10, 12, 14, 16, 18,  
031 H U4204—Frosty rose 88.98  
031 H U4207—Frosty lt. green 8.98  
*Tall Misses' sizes* 14T, 16T, 18T  
031 H U4306—Frosty rose 99.98  
031 H U4307—Frosty lt. green 9.98

**[D]** NEW RAYON beautifully woven to look like linen. Crisp, wrinkle-resistant fabric in a very attractive suit-dress. Pretty peplum jacket has a smooth-fitting front mirror; bustline pleats for flattering fullness; dolman sleeves. 4-gore bias skirt. Hand wash. Shpg. wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size*  
031 H U4203—Lt. blue with black dots  
031 H U4204—Pink with black dots  
031 H U4205—Navy with white dots  
Each 2-piece outfit . . . \$8.98

**[E]** OUR BEST ACETATE CREPE . . . fine "pebbled" texture . . . looks and feels like silk. Lovely step-in dress has a smart shortwaist bodice, flattering hip yoke. Skirt has front pleats, soft fullness all around. Dry clean. Shpg. wt. 2 lbs. *Misses' sizes* 14, 16, 18, 20, *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½.  
031 H U3208—Periwinkle (lavender-blue); white dots. *Order correct size* . . . \$10.98  
031 H U3209—Navy blue with white dots. *Order correct size* . . . \$10.98

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Fabric belts have Bac-A-Belt® reinforcement . . . wash or dry clean.

• See Fabric Samples at Sears Catalog Sales Offices. You can see the actual colors, patterns and textures of these dress fabrics. See page 1333 for locations and phone numbers.

**[D]**  
\$8.98  
Sizes  
12 to 20

**[E]**  
\$10.98  
Sizes  
14 to 20,  
14½ to 24½



## COTTON PLUS SYNTHETIC FIBERS

*beautiful new blends that are  
easy to wash, keep their color*

**A**  
\$9 98  
Sizes  
4 1/2 to 24 1/2  
38 to 44

**B**  
\$9 98  
Sizes  
12 to 20

**C**  
\$8 98  
Sizes  
12 to 20  
14 1/2 to 24 1/2

**D**  
\$8 98  
Sizes  
10 to 18  
9 to 7

**E**  
\$8 98  
Sizes  
10 to 18  
9 to 17

**A** COTTON PLUS ORLON®... lustrous blend of 52% Orlon, 48% cotton. Lovely print step-in dress has becoming yoke with rhinestone-and-tab trim shoulder flanges for bustline fullness. Flared skirt has 3-gore back. Hand wash. Shpg. wt. 2 lbs. *Shorter Women's sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, Women's 38, 40, 42, 44. Order correct size*

031 H U4468-Rose pink ground with blue and white \$9 98

031 H U4469-Copen blue ground with yellow and white... \$9 98

\*DuPont trademark for acrylic fiber

**B** COTTON PLUS DACRON®... woven with tiny black pin-point checks. Slimline coat dress has a big Puritan collar that comes to a buttoned down point in back. Collar and cuffs are white linen-look rayon. Skirt has 2-gore back, kick pleat, 2-in. hem. Hand wash. Shpg. wt. 2 lbs. *Misses' sizes 12, 14, 16, 18, 20*

031 H U4718-Cadet (med.) blue

031 H U4719-Light yellow. Order correct size ..... Each \$9 98

1 DuPont trademark for polyester fiber

**C** COTTON PLUS ACETATE... sheds wrinkles, has woven pattern of raised lines and nubs. Sleeveless dress has scoop-neck, flared skirt. Well-cut bolero makes hips look slim. Hand wash separately Shpg. wt. 2 lbs. *Misses' sizes 12, 14, 16, 18, 20, Shorter Women's 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Order correct size*

031 H U4221-Lt. aqua green \$8 98

031 H U4222-Light lilac \$8 98

031 H U4223-Navy blue \$8 98

**D** COTTON PLUS RAYON AND ACETATE... sheds wrinkles, has a woven pattern of finely etched black lines. Long torso dress has extra detachable collar and bow of white linen-look rayon. Skirt has unpresseed pleats all around. Long back zipper. Hand wash. Shpg. wt. 2 lbs. *Misses' sizes 10, 12, 14, 16, 18, Junior's sizes 9, 11, 13, 15, 17. Order correct size*

031 H U4224-Yellow..... \$8 98

031 H U4225-Lilac ..... \$8 98

**E** COTTON PLUS ACETATE... 47% cotton, 53% acetate with a soft sheen... keeps its glowing color. Becoming princess dress has a V-neck laced in front with black rayon velvet ribbon. High rising 10-gage skirt. Long back zipper. Hand wash separately Shpg. wt. 2 lbs. *Misses' sizes 10, 12, 14, 16, 18, Junior's sizes 9, 11, 13, 15, 17. Please order correct size*

031 H U4227-Black and white checks

031 H U4228-Pink and white checks

031 H U4229-Light blue and white checks Each \$8 98

All fabric belts have Bac-A-Belt® reinforcement wash or dry clean. Easy Terms... see inside back cover. Measure... see page 124



A  
\$8.98  
Sizes  
7 to 15

B  
\$7.98  
Sizes  
7 to 15

C  
\$8.98  
Sizes  
10 to 20

D  
\$4.98  
Sizes  
7 to 15

E  
\$9.98  
Sizes  
D to 18,  
9 to 17



# CAREER AND CAMPUS FASHIONS

Brand new dresses with high-fashion appeal  
for girls who are going places and doing things!

**A DRESS AND BOLERO** a very attractive outfit. The sleeveless dress is fine quality embossed cotton in a very smart print. It has smooth fitting long-line bodice; shirring all around skirt. The expertly cut bolero is linen-look rayon. Hand wash. Shpg. wt. 2 lbs. *Juniors' sizes 7, 9, 11, 13, 15. Order correct size.*  
031 H U4006—Navy blue and white dress, navy bolero... \$6.98  
031 H U4007—Red and white dress, red bolero... 8.98

**B FINE COMBED COTTON BEDCLOTH** a dress you'll love to wear casually or to dress up with your best accessories. "Turtleneck" of white embossed cotton faille. Crisp 'n' fresh glamorous "keyhole" back (see small view). Beautifully fitted bodice has the new longer line. Graceful skirt has shirring all around. Washfast. Shpg. wt. 2 lbs. *Only in Juniors' sizes 7, 9, 11, 13, 15. Measure, order your correct size.*  
031 H U4021—Navy blue 031 H U4022—Red  
031 H U4023—Periwinkle (lilac-blue) Each... \$7.98

**C WASHABLE 100% NYLON JERSEY** with a soft, silk like luster. resists wrinkles, needs little or no ironing. Ideal for traveling. Versatile dress with shirring at front yoke, unpressed pleats either side of skirt front. Shpg. wt. 2 lbs. *In Misses' sizes 10, 12, 14, 16, 18, 20. Measure, order correct size.*  
031 H U4239—Dusty rose 031 H U4240—Aqua blue  
031 H U4241—Navy blue Each... \$8.98

**D 3-PC. SUIT IN LINEN-LOOK RAYON** an expertly tailored smooth fitting ensemble with woven striped cotton trim. New jacket has jaunty back belt, big pockets. New sleeveless "middy" blouse has side zipper closing. Slim skirt has 2-gore back, kick pleat. Hand wash separately. Shpg. wt. 2 lbs. *Juniors' sizes 9, 11, 13, 15, 17, Misses' sizes 10, 12, 14, 16, 18. Order correct size.*  
031 H U1282—Navy blue Complete 3-pc. suit \$12.98  
031 H U1283—Lt. cocoa brown Complete 3-pc. suit 12.98

**E ONE OF OUR MOST BEAUTIFUL COTTONS** extra fine quality combed pinpoint pique with lovely matching cotton lace all around the neckline. A lovely dress for graduation and all special occasions. It has extremely flattering princess lines with a graceful, full flaring skirt. Coat style... wear with or without belt (no seam at waist). Hand wash separately. Shpg. wt. 2 lbs. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17. Please measure, order correct size.*  
031 H U2160—White \$9.98 031 H U2161—Powder blue \$9.98

**F NEW COTTON AND ACETATE FABRIC** with a raised woven design. firm-bodied, smart looking. This princess dress is lovely in its simplicity, flattering in its detail. The half belt at the back is an important new fashion note. White linen-look rayon collar, full flared 11-gore skirt. Step-in style; hand wash. resists wrinkles. Shpg. wt. 2 lbs. *Only in Juniors' sizes 7, 9, 11, 13, 15. Please measure, be sure to order correct size.*  
031 H U4013—Navy blue with white woven design \$9.98  
031 H U4014—Rust tan with white woven design 9.98

**G LINEN-LOOK RAYON** a pretty sheath dress with rich cotton satin banding encircling both the front and back of the empire midriff. Smooth-fitting skirt with back kick pleat and side darts. A neat, figure-flattering dress with a sophisticated air. Hand wash. Shpg. wt. 2 lbs. *Only in Juniors' sizes 7, 9, 11, 13, 15. Please measure, be sure to order your correct size.*  
031 H U4012—Copen blue 031 H U4013—Pink  
031 H U4014—Black Each... \$7.98

**H A SMART NEW FABRIC** beautiful acetate and rayon. looks like silk and worsted broadcloth. has a satin-smooth back and a subtle luster. Princess style with long line bodice; unpressed pleats all around the back of the skirt. Delicate touches of white cotton lace. red cotton velvet bow at neckline. Fabric belt included. Dry clean. Shpg. wt. 2 lbs. *Only in Juniors' sizes 7, 9, 11, 13, 15. Measure, order correct size.*  
031 H U4018—Navy blue \$8.98 031 H U4019—Black \$8.98

Fabric belts have Bac-A-Belt® reinforcement, wash or dry clean

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Sears Easy Terms. see inside back cover for complete information. Measure. see charts on page 124



F  
\$9.98  
Sizes  
7 to 5

G  
\$7.98  
Sizes  
7 to 15

H  
\$8.98  
Sizes  
7 to 5



A  
\$6.98  
Sizes  
14 to 20

B  
\$5.98



C  
\$6.98  
\$7.49  
Sizes  
14 to 20



D  
\$8.98  
\$9.98  
Sizes  
14 to 20



E  
\$6.49  
\$6.98  
Sizes  
14 to 20

F  
\$5.98  
\$6.49  
Sizes  
14 to 20





Live on a Budget . .

Look like a million in

## KERRYBROOKE FASHIONS

G  
\$5.98  
Sizes  
0 to 16

H  
\$5.98  
Sizes  
10 to 18

**A** DRESS AND BOLEERO IN LINEN-LOOK RAYON . . an outfit that you can wear casually or dress up with accessories. Well tailored bolero fits smoothly. Sleeveless dress has set-in pockets with fine detail, 3-gore skirt back. Hand wash, resists wrinkles. Shipping weight 2 pounds.

*Misses' sizes 12, 14, 16, 18, 20. Measure, order your correct size*  
031 H U6709—Navy and red dots on white; navy bolero . . . . . \$6.98  
031 H U6710—Navy and white dots on light blue; navy bolero . . . . . 6.98

**B** 100% NYLON . . crisp sheer with white scroll design of applied velvety. This wonderfully flattering dress has an empire waist and a new long line bodice. All-around shirred skirt has a graceful full sweep. Rhinestone ornament included. Hand wash. Shipping weight 2 lbs.  
*Misses' sizes 12, 14, 16, 18, 20. Please measure; order your correct size*  
031 H U6218—Ice (H.) blue . . \$5.98 031 H U6219—Ice pink . . \$5.98

**C** 100% ACETATE CREPE . . a soft lustrous fabric in a lovely flower print. Flattering, youthful dress with slenderizing surplice bodice, pleats in skirt front, 3-gore back. Hand wash. Shpg. wt. 2 lbs.  
*Misses' sizes 14, 16, 18, 20. Please measure; order correct size*  
031 H U6712—Turquoise blue, rose and gray on white . . . . . \$6.98  
Tall *Misses' sizes 14T, 16T, 18T, 20T. Measure; order correct size*  
031 H U6713—Turquoise blue, rose and gray on white . . . . . 7.49

**D** NEW 3 PC. ENSEMBLE . . expertly tailored. Linen-look rayon box jacket and slim skirt with white sleeveless over-blouse of finely knit cotton. Jacket has smart new detail and white piping, skirt has a back kick pleat. Excellent value at such a reasonable price! Hand wash . . wrinkle-resistant. Shpg. wt. 3 lbs. *Measure, order your correct size.*  
*Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18*  
031 H U4231—Navy blue . . \$8.98 031 H U4232—Light beige . . \$8.98  
Also comes in Tall *Misses' sizes 14T, 16T, 18T, 20T*  
031 H U4331—Navy blue . . . \$9.98 031 H U4332—Light beige . . . 9.98

**E** LIGHTWEIGHT LINEN-LOOK RAYON . . delightfully cool, easy to iron, wrinkle-resistant. A well tailored coat dress in a charming red rose print. Set-in bodice yoke flatters your bustline. Attractive dolman sleeves. Skirt has unpressed front pleats; smooth 2-gore back. Hand wash. Shpg. wt. 2 lbs. *In Misses' sizes 12, 14, 16, 18, 20. Order correct size*  
031 H U4534—White with red \$6.49 031 H U4535—Navy with red \$6.49

**F** ACETATE AND RAYON SHAWTUNG . . a good looking, durable fabric. Smart pleated bounce all around the skirt creates a fashionable new silhouette. This dress looks well with casual or dressy accessories. Hand wash. Shpg. wt. 2 lbs. *Misses' sizes 12, 14, 16, 18, 20. Order correct size*  
031 H U6703—Navy blue. \$5.98 031 H U6704—Black . . . \$5.98

**G** VERSATILE 2 PC. OUTFIT . . Well cut bolero is linen look rayon and acetate. Dress is 100% acetate crepe with attractive neckline tab, rhinestone ornament, smooth 2-gore skirt back. Hand wash. Shpg. wt. 2 lbs. *Misses' sizes 10, 12, 14, 16, 18. Measure; order correct size*  
031 H U6200—Navy and red print on white; navy bolero . . . . . \$5.98  
031 H U6201—Navy and red print on white; red bolero . . . . . 5.98

**H** ACETATE AND RAYON CREPE . . a new ribbed fabric with a crisp firm-bodied texture. Sleek and slender sheath dress with a new button trim, 4-gore skirt. Attractive rhinestone ornament on the bodice. White silk handkerchief for pocket or neckline included (not shown). Dry clean. Shpg. wt. 2 lbs. *Misses' sizes 10, 12, 14, 16, 18. Order your correct size*  
031 H U6195—Navy blue. \$5.98 031 H U6196—Black . . . . . \$5.98

**J** NEW CORDED SEERSUCKER . . Chromspun acetate and cotton. Well tailored jacket has a peplum with dramatic color contrast on the slash pockets. Slim skirt has a 2-gore back with kick pleat. Washable. Shpg. wt. 2 lbs. *Misses' sizes 12, 14, 16, 18, 20. Order correct size*  
031 H U6221—Oxford gray and white, black trim . . . . . 2-pc. \$6.49  
031 H U6222—Medium blue and white, navy trim . . . . . 2-pc. 6.49

**K** NYLON AND ORLON® SHEER . . a soft, finely puckered fabric. Lovely tab neckline is a new fashion highlight. The skirt is shirred all around. Attached acetate taffeta petticoat gives it a graceful semi-flare. Hand wash. needs no ironing. Shpg. wt. 2 lbs. *Juniors' sizes 7, 9, 11, 13, 15. Please measure, order your correct size.*  
031 H U6206—Light blue 031 H U6207—Light pink  
031 H U6208—Lilac Each only . . . . . \$5.98

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Easy Terms when your purchases total \$20 or more . . see inside back cover for complete information. Measure, see page 124

## NEW COTTONS FOR JUNIORS

better Kerrybrooke dresses

popular washable fabrics

**A** BEAUTIFUL COTTON SATIN that stays firm and lustrous resists wrinkles. The bodice front has rows of finely stitched tucks; the skirt whorls with unpressed pleats all around. Genuine fresh-water pearl buttons on bodice and cross-over belt. Shpg. wt. 2 lbs. *Juniors' sizes 9, 11, 13, 15, 17, Misses' 10, 12, 14, 16, 18.* 031HU4623 Wedgwood (lt.) blue 031HU4626 Rose pink. Order correct size. . . Each \$6.98

**B** A YEAR 'ROUND DRESS in the smartest new combinations of dark colors. Very fine cotton requires little or no ironing. Crisp white rayon cuffs and detachable dickey; full skirt with shirring all around. Simulated patent leather belt, long back zipper. *In Juniors' sizes 9, 11, 13, 15. Order correct size.* 031HU5386 Dk. brown and black 031HU5387 Navy blue and black. Shpg. wt. 2 lbs. . . Each \$5.98

**C** ROSEBUD PRINT DIMITY . . every detail makes this dress the love of your life, from the shirtwaist bodice with its rows of lace trim to the billowy skirt with gathers all around. White ground . . lovely sheer cotton. Woven straw belt. Shpg. wt. 2 lbs. *Juniors' sizes 9, 11, 13, 15. Please order your correct size.* 031HU5380—Light blue print 031HU5381—Rose print. Each. . . only \$4.98

**D** NEW 1-PIECE COTTON. Pretty broadcloth bodice has rayon braid lattice-work. Skirt is fine quality polka dot cotton with all-around pleated yoke . . has a crinoline petticoat. Simulated patent leather belt. Shpg. wt. 2 lbs. *In Juniors' sizes 7, 9, 11, 13, 15. Order correct size.* 031HU5389—Black bodice with black and white skirt . . . \$5.98

**E** FLOWER PRINT COTTON, charming in every detail. Collar studded with simulated pearls; long, waist-flattering bodice, full-sweeping skirt with crinoline petticoat to give it an extra perky look. Back zipper, shirring all around skirt. Shpg. wt. 2 lbs. *Juniors' sizes 7, 9, 11, 13, 15. Order correct size.* 031HU5392—Medium blue, rose and black on white . . . \$5.98

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See Fabric Samples at Sears Catalog Sales Offices. You can see the actual colors, patterns and textures of these dress fabrics. See page 1333 for locations and phone numbers.



**ACTION  
CLASSICS**  
In gingham or  
seersucker

**BETTER KERRYBROOKE COTTONS**

All in Misses' Sizes; 4 in Shorter Women's

**A**  
Gingham  
\$5.98  
Sizes  
2 to 20,  
14½ to 24½

**B**  
Seersucker  
\$5.98  
Sizes  
2 to 20,  
14½ to 24½

**C**  
\$6.39  
Sizes  
14 to 20,  
14½ to 24½

**A** Expertly tailored action classics to please career girl, housewife, bowler or golfer. They have: • action back yokes • buttoned action-sleeves • handy pockets • flared 7-gore skirt • elasticized sports belt.

**A** WOVEN CHECK GINGHAM... combed yarn; excellent quality washable cotton. Shpg. wt. 2 lbs. Misses' sizes 12, 14, 16, 18, 20, Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Measure; order correct size.  
031 H U6189 Pink and white \$5.98  
031 H U6190 Blue and white \$5.98

**B** WOVEN STRIPE SEERSUCKER... fine quality washfast cotton with permanent woven "crinkle"... needs little or no ironing. Shpg. wt. 2 lbs. Misses' sizes 12, 14, 16, 18, 20, Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. Order correct size.

With sleeves  
031 H U6671 Red and white  
031 H U6672 Green and white  
031 H U6673 Brown and white  
031 H U6674 Med. blue and white  
Without sleeves (not shown)  
031 H U4822 Red and white  
031 H U4823 Brown and white  
031 H U4824 Med. blue and white  
031 H U4825 Green and white  
Each... \$5.98

**C** WASHFAST HONAN... 49% acetate and 51% mercerized, combed yarn cotton... woven to look like Honan silk... won't shrink over 2%. Smart coat dress with tucked yokes, bow, 3-gore skirt back. Wt. 2 lbs. Misses' sizes 14, 16, 18, 20  
031 H U3614-Grayed rose  
031 H U3615-Grayed med. blue  
Also comes in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½  
031 H U3614-Grayed rose  
031 H U3615-Grayed med. blue  
Order correct size... Each \$4.99

**D** YOUR OWN MONOGRAM adds a custom tailored look to this woven box check step-in. For free monogram in style and color you choose, unsnap pocket flap, mail it in addressed envelope enclosed. Fine washfast cotton. Shpg. wt. 2 lbs. Order correct size. Misses' sizes 12, 14, 16, 18, 20.  
031 H U3610-Gray with white  
031 H U3611-Navy with white  
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½  
031 H U3610-Gray with white  
031 H U3611-Navy with white  
Each... \$4.98

**E** SPRINT MAID DAZZLE BROADCLOTH... fine, lustrous combed cotton that is wrinkle-resistant, washfast, won't shrink over 1%. 2-piece 2-tone dress... top has sailor-type collar and tie. Flared skirt has inverted front pleat, 2-gore back. Shpg. wt. 2 lbs. Misses' sizes 8, 10, 12, 14, 16, 18. Order correct size.  
031 H U3612 Mermaid and Figherwinkle lilac blue \$6.98  
031 H U3613 Avocado med. green and light green \$6.98

**D**  
\$6.98  
Sizes  
2 to 20,  
14½ to 24½

**E**  
\$6.98  
Sizes  
8 to 18



18 98  
34 44

101 98  
34 44

18 98  
34 44  
\$9 98  
46 52

11 98  
34 44  
36 44

1 98  
34 44  
36 44



# 103 KERRYBROOKE FASHIONS FOR SHORTER WOMEN

More than 40 styles also in regular Women's sizes . . . and a good assortment  
in Larger Women's sizes. Study the descriptions on page 124 to  
determine your figure type . . . then measure for your exact size



**A** NYLON AND ACETATE LACE . . . a dress for the most special occasions. 100% nylon net with beautiful design of acetate. Bodice fullness for flattering bustline. Gracefully flared skirt with umbrella tucks all around. Complete lining of matching acetate taffeta. Rhinestone ornament. Dry clean. Shpg. wt. 3 lbs. Comes in *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 38, 40, 42, 44.  
031 H U3232—Dusty rose 031 H U3231—Powder blue  
031 H U3233—Navy blue Order correct size . . . Each \$16.98

**B** NEW WOVEN PATTERN RAYON AND ACETATE SHEER . . . cool, comfortable and good looking. Bodice has shoulder flanges and new tab trim with rhinestone ornament. Slenderizing skirt has front pleats stitched part way down; smooth 3-gore back. Dry clean. Shpg. wt. 2 lbs. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 38, 40, 42, 44. Measure: be sure to order your correct size.  
031 H U4650—Navy with white \$9.98 031 H U4651—Black with white \$8.98  
Larger Women's sizes 46, 48, 50, 52. Measure: order correct size.  
031 H U3050—Navy with white \$9.98 031 H U3051—Black with white 9.98

**C** LINEN-LOOK RAYON WITH DYED-TO-MATCH COTTON LACE . . . a very pretty and becoming dress. Front bodice is lace, lined with Chrom-spun acetate taffeta; skirt has 8 gores. Flattering scoop neckline with rhinestone ornaments. Hand wash. *Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½; *Women's sizes* 38, 40, 42, 44. Measure: order correct size.  
031 H U4633—Lt. beige 031 H U4634—Pink  
031 H U4632—Copen blue Shpg. wt. 2 lbs. . . . Each \$8.98

**D** RAYON AND NYLON MARQUISSETTE . . . youthfully styled, richly detailed . . . a dress to prompt compliments. Matching braid embroidery on the front, a sprinkling of rhinestones on the bodice. Neckline is fashion accented by lace daisies; skirt is gracefully flared. Entire dress is lined with matching acetate taffeta. Dry clean. Shpg. wt. 2 lbs. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Order correct size.  
031 H U2250—Navy blue . . . \$11.98 031 H U2251—Black . . . \$11.98

**E** NEW SEMI-SHEER ACETATE AND RAYON CREPE . . . dress and jacket to wear any season of the year. Becoming neckline attractively framed by detachable white cotton pique; graceful 7-gore skirt. Semi-fitted jacket with side darts and shoulder flanges for flattering fit. Dry clean. Shpg. wt. 2 lbs. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 38, 40, 42, 44. Order correct size.  
031 H U3243—Navy . . . 2-pc. \$11.98 031 H U3244—Black . . . 2-pc. \$11.98

**F** NEW COTTON AND NYLON . . . a pretty, billowy semi-sheer. A dress that's youthful and easy to wear. Flattering bias band across front bodice for attractive empire effect. Graceful 4-gore skirt with unpressed front pleats. Hand wash, drip dry. Shpg. wt. 2 lbs. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½ only. Measure: order your correct size.  
031 H U3202—Pale beige with lilac and green flower print . . . \$9.98  
031 H U3201—Pink with turquoise blue and brown flower print . . . 9.98  
031 H U3200—Aqua blue with rose pink and green flower print . . . 9.98

**G** ACETATE AND RAYON CREPE . . . a finely woven semi-sheer, perfect for year 'round wear. Soutache braid and rhinestones trim the bodice. Shoulder flanges flatter the bustline; 20-gore skirt flares gracefully. Dry clean. Shpg. wt. 2 lbs. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Misses' sizes* 14, 16, 18, 20. Measure: order your correct size.  
031 H U4663—Navy blue 031 H U4664—Dusty light blue  
031 H U4667—Dusty pink Each . . . \$8.98

Dresses on these two pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order; pay postage from your mail order house. Easy Terms; see inside back cover. Measure; see page 124. Fabric belts are Bac-A-Belt® reinforced . . . wash or dry clean

• See Fabric Samples of Sears Catalog Sales Offices. You can see the actual colors, patterns and textures of these dress fabrics. See page 1333 for locations and phone numbers of Catalog Sales Offices





**A**  
\$9.98  
Sizes  
14½ to 24½;  
38 to 44  
\$10.98  
Sizes  
46 to 52



**B**  
\$7.98  
Sizes  
14½ to 24½



**C**  
\$7.98  
Sizes  
14½ to 24½;  
38 to 44;  
46 to 52



**D**  
\$8.98  
Sizes  
14½ to 24½;  
34 to 50



**E**  
\$8.98  
Sizes  
14½ to 24½;  
38 to 44





TESTED FOR WASHING . . SHRINKAGE . . WEAR

New Kerrybrooke fashions in fabrics that wash, resist wrinkles, won't shrink more than 3%



**F**  
\$9.98  
Sizes  
14½ to 24½  
38 to 44  
\$10.98  
Sizes  
46 to 52

**G**  
\$11.98  
Sizes  
14½ to 22½  
14 to 20

**H**  
\$9.98  
Sizes  
14½ to 22½  
14 to 20

**A** COTTON AND RAYON HOMAN . . a lustrous, firm fabric with linen-like texture. Slenderizing umbrella tucking all around the gracefully flared skirt. Shoulder flanges flatter bustline. Hand wash separately. Shpg. wt. 2 lbs. *Measure; order correct size.*  
*Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44.*  
031 H U4662—Navy with white and red print. \$9.98  
031 H U4663—Bright rose with white and navy. 9.98  
*Larger Women's sizes 46, 48, 50, 52.*  
031 H U5067—Navy with white and red print. \$10.98  
031 H U5063—Bright rose with white and navy 10.98

**B** ACETATE CREPE . . easy-to-wear print dress. Beautiful 16-gore skirt, attractive bodice with bias bands over 100% nylon net. Hand wash separately. Shpg. wt. 2 lbs. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44; Larger Women's sizes 46, 48, 50, 52. Measure; order your correct size.*  
031 H U4659—Aqua blue with black and white. \$7.98  
031 H U4660—Pink with black and white. . . . . 7.98

**C** 100% NYLON . . smooth sheer in a flower print with soft blended colors. Bodice has attractive shirred yoke; 4-gore bias skirt has side shirring that flatters the hipline. Hand wash. Shpg. wt. 1 lb. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44; Larger Women's sizes 46, 48, 50, 52. Measure; order your correct size.*  
031 H U4640—Aqua, lilac and gray on white. \$7.98

**D** COTTON AND ACETATE . . a good looking new fabric with a raised "striped" pattern. Youthful neckline and empire-effect bodice; 10-gore skirt. Neckline faced with white birdseye cotton pique . . can be worn open. Rhinestone ornaments. Hand wash separately. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Misses' 14, 16, 18, 20. Order correct size.*  
031HU4643—Med. blue 031HU4645—Geranium rose  
031HU4644—Navy blue Shpg. wt. 2 lbs. . . . Each \$8.98

**E** ONE OF OUR FINEST COTTONS . . needs little or no ironing. Handsome outfit for dress-up or street wear . . pretty sleeveless dress with 4-gore bias skirt, easy-fitting jacket with scallop detail. Washable. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44.*  
031 H U4437—Navy with lime and orchid print  
031 H U4638—Med. gray with gold and lt. rose print  
Order correct size. Shpg. wt. 2 lbs. . . . . 2 pcs. \$8.98

**F** 100% NYLON JERSEY . . duco-printed with white daisies. Needs no ironing, won't sag. Zip front step-in has 3-gore skirt back. Hand wash. Wt. 2 lbs. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's 38, 40, 42, 44. Order correct size.*  
031 H U5131—Navy blue 031 H U5132—Black  
031 H U5133—Peacock blue Each. . . . . \$9.98  
*Larger Women's sizes 46, 48, 50, 52. Order correct size.*  
031 H U5151—Navy blue 031 H U5152—Black  
031 H U5153—Peacock blue Each. . . . . \$10.98

**G** NEW SEMI-SHEER ARNEL, † RAYON AND NYLON . . beautiful crisp fabric with white flecks. A fashionable easy-to-wear dress with princess-effect bodice; 2-gore bias skirt back. Hand wash. Shpg. wt. 2 lbs. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½; Misses' sizes 14, 16, 18, 20. Measure; order correct size.*  
031 H U3228—Aqua blue. . . . . \$11.98  
031 H U3229—Melon (light orange) . . . . . 11.98

**H** BEAUTIFUL EVERGLAZE® COTTON . . retains its luster after many washings . . resists wrinkles and non-oily stains. This smart dress has a scoop neckline accented by white cotton faille and rhinestones, youthful long-line bodice; graceful skirt with unpressed pleats all around. Hand wash *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½; Misses' sizes 14, 16, 18, 20. Order correct size. Shpg. wt. 2 lbs.*  
031 H U3237—Turquoise green and black print. \$9.98  
031 H U3238—Copper rust and black print. . . . . 9.98

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Easy Terms; inside back cover. Measure; page 124. Fabric belts have washable Bac-A-Belt reinforcement.



**A**  
\$5.98  
Sizes  
14½ to 24½  
38 to 44



**B**  
\$6.98  
Sizes  
14½ to 24½  
32 to 20



**C**  
\$7.98  
Sizes  
14½ to 22½  
12 to 20



**D**  
\$6.98  
Sizes  
14½  
to  
24½



**E**  
\$6.98  
Sizes  
14½ to 24½  
38 to 44



**F**  
\$6.98  
Sizes  
16½ to 24½  
38 to 44  
46 to 52

